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TABLE OF CONTENTS

Article	Page
President's Message	2
Executive Board and Advisory Council Contact Information	3
Bayline Staff/Editor's Notes	4
Global Librarian: Intercultural Communication Tips	5
ABCD Award Honors Extended Loyalty	8
Reference Librarian: Labor Archive and Research Center, San Francisco State University . . .	9
San Francisco Conservatory of Music Library Tour	10
Mosaic: What's Happening with SLA-SF Members	12
Registration Information for February 6th Joint BayNet/SLA-SF Event	14
Volunteer Opportunities	15
Vendor/Advertising Information	16



PRESIDENT'S MESSAGE



The San Francisco chapter begins the New Year in sync with SLA headquarters by realigning our calendar year with theirs. A bow and grateful thanks to the 2006-2007 executive and advisory board members who led the chapter during an 18-month tenure, which allowed us to make the transition smoothly.

Please check out page three to see who is chairing the committees this year. We are lucky to have a mix of some brand new folks, with bright and shiny ideas, and some seasoned veterans who will provide sage advice. Eris Weaver, our dauntless Past-President, reconfigured the committees into four groups: Administration, Outreach, Events and Communications. The Fab Four will work together to coordinate chapter business. I invite you to contact any of them with questions, suggestions, compliments and offers of assistance. The latter is always welcome, especially for the hardworking Events team headed up by Rochelle Richardson (Programs), Julie Takata (Hospitality), Anne Hall (Tours) and Erin Matas (Professional Development).

This month, President-Elect Sandy Malloy and I will be heading to the Leadership Summit in Kentucky, where new technologies will be introduced and showcased. HQ promises to show us how these tools will assist us in our SLA roles and in our jobs. Please do know that any member can attend this conference; just check the [SLA web site](#) for the scoop. I'll be reporting back in our next issue about some of the good stuff that transpired.

Here at home, the Events team is planning a joint program on February 6 with Baynet featuring Mary Madden, a Senior Research Specialist with the Pew Internet & American Life Project, at a venue new to us called the Solarium. I hope to see you there.

Many of the board members — both advisory and executive — are involved in setting up these events. They are the result of much planning and coordination from which we all derive a great deal of satisfaction. But behind the scenes many workers contribute to our success. Just to mention a few: our Secretary, Diane Sands, injects her wit and skill into otherwise dull minutes, our Treasurer, Mimi Calter, will be tracking our spending, and Vendor Relations chair Richard Geiger, will solicit funds to underwrite our programs.

Many thanks to all of them — and stay tuned for news on other projects underway as we begin the new year.

—Barbara Janis

Special Libraries Association San Francisco Bay Region Chapter

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[San Andreas 2008]

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Volume 78 Copy Deadlines:

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Copyright and submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

Editor's Notes

As the incoming editor of Bayline, I am very excited about this first issue and hope you will enjoy reading it. I have assisted with proofreading articles for this bulletin since 2005 and now I am honored to be able to continue my involvement in

helping to produce such an informative and professional resource. It will definitely be a pleasure overseeing Bayline and getting a chance to work more closely with Chapter members.

My deepest thanks go to the outgoing editor, Heather Gamberg, for helping me transition into this position smoothly and always being available to answer my questions.

I am happy to say that readers will definitely continue to see regular columns by Ruth Pennington Paget, Diane T Sands and Rebecca Kozak, to name a few, and all of the others who have generously contributed to Bayline on a regular basis.

I encourage and welcome all chapter members to submit articles, share ideas and provide suggestions on how to improve our bulletin. You can reach me at the email address below. I am looking forward to working with you.

Contact: bayline_editor@yahoo.com



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Jobline is now available on the SLA San Andreas Chapter web site, which is linked from:
www.sla.org/chapter/csfo/jobline/jobline.html

GLOBAL LIBRARIAN

Intercultural Communication Tips

By Ruth Pennington Paget



Even when using a common language, communication between or among individuals from different cultures can pose a challenge to mutual understanding. Conversation participants may attach different concepts to a word such as "company." Chie Nakane writes in *Japanese Society* (1972) that Japanese companies feature a vertical social structure rather than a horizontal one. This means that a vice president from Toyota would feel greater camaraderie with a Toyota assembly line worker from his or her own group than with a vice president from Honda. The opposite would most probably be true of companies in the United States.

How Americans and Japanese understand the word "company" reflects the phenomenon between what German sociologist Ferdinand Tönnies calls *gemeinschaft* and *gesellschaft* social organization. Sociologist Mathieu Deflem summarizes Tönnies's theory in the following manner: *gemeinschaft* societies are "organized around family, village, town" (2001) with an agricultural economy and local

political life. *Gesellschaft* social organization, on the other hand, reflects societies with metropolises, the nation-state and an economic system based on trade and industry.

Societies can manifest both tendencies, but Japanese companies appear to be more *gemeinschaft* in their orientation whereas American companies reflect more *gesellschaft* values. This fundamental difference in understanding a commonly used word like "company" reflects the difficulties of communicating between cultures even when using a shared language.

In the early 1990s, I sought out techniques to improve intercultural communications in my position in the Japanese Services Department of a multinational accounting and consulting firm. French was the common language I used to communicate with a Japanese manager and French partner.

I rejoiced when I found Ron Scollon and Suzanne Wong Scollon's book, *Intercultural Communication* (1995), whose focus on Asia answered many of my questions. The Scollons advised readers that "effective communication requires study of cultural and discourse difference on the one hand" as well as a "recognition of one's own limitations." (p. 15).

I took this advice to heart, but over the years I have kept my eyes open for techniques that would help me communicate better with colleagues and clients from other cultures. The following books and articles all contain nuggets of wisdom to promote better intercultural communication:

Made to Stick: Why Some Ideas Survive and Others Die (2007) by Chip and Dan Heath.

This book provides the blueprint for how to convey a vision and get people to act upon the message in the way that you want. The techniques mentioned provide pragmatic approaches for improving intercultural communication as well. The authors discuss six items that make an idea stick like those urban legends that linger longer than studies disproving unfounded claims:

- A simple not simplistic message.
- Providing a curiosity gap that gives an unexpected and memorable twist to your story.
- Giving concrete examples.
- Supplying testable credentials, especially ones that an individual can carry out himself or herself.
- Appealing to emotions.
- Using stories to convey messages that will make a person act.

Global Librarian continues on next page

Global Librarian continues...

Their best idea for promoting intercultural communication is using concrete ideas or making ideas visible for others to see. For example, asking colleagues, "What does success look like when we advertise the library's 'clipping service' around the firm?" Responses to this idea could be as diverse as:

- Executives will sign up for the service.
- Executives will tell others about the service via email, conversation, the company newsletter, etc.

Picturing what your goals are helps to clarify and make it easier to achieve them.

Knowledge Management in Theory and Practice (2005) by Kimiz Dalkir.

The use of knowledge management by what are now called transnational corporations has made intercultural communication skills a necessity rather than a luxury for all employees. One of the techniques for promoting intercultural communication is a "knowledge dictionary" of commonly used terms, along with a thesaurus to cross reference synonyms.

To arrive at these definitions one could use what Dalkir describes as the Concept Analysis Technique. This technique derived from philosophy and the social sciences is used to define complex concepts such as religion and democracy. For each concept, divide a paper or blackboard into three columns where you write down key attributes. For each attribute, list an example and a non-example in the following fashion:

Concept Name:		
Attribute	Example	Non-example
Attribute 1:		
Attribute 2:		
Attribute 3:		

*Table created based on Dalkir's explanation of the Concept Analysis Technique.

"Cultural Variations in Message Decoding" by William B. Gudykunst and Young Yun Kim in *The Spanish-Speaking World: An Anthology of Cross-Cultural Perspectives* (1992) edited by Louis Fiber Luce.

Not only do individuals from different cultures have different connotations for words, but they often manifest different ways of thinking as well. Gudykunst and Kim use the most widely used terms of field-dependence and field-independence to demonstrate differences in thinking.

Field-independent thinkers are best at isolating parts of problems whereas field-dependent thinkers are better at creating total solutions that affect all aspects of a problem. Gudykunst and Kim further break down field-independence among Asian, American and European thinking styles in the following manner:

Thinking Style		
Asian	American/English	European
Field-dependent	Field-independent	Field-independent
Global	Analytical	Analytical
Integrative & Intuitive	Emphasis on facts not ideas	Emphasis on theories and ideas
Relational (look at context surrounding the object)	Inductive	Deductive

*Table created based on Gudykunst and Kim's analysis of cognitive styles by broad cultural groupings.

Global Librarian continues on next page

Global Librarian continues...

To picture the above table, imagine that there is a glass of water filled midway on a table. The Asian observer would see the glass of water as well as the area surrounding the glass. She or he would know from the context if the glass were half-full or half-empty. An American or English observer would verify that the liquid was water and measure how much liquid was in the glass. Then, she or he would decide how to put this information to use. The Europeans (who are by no means homogenous, but have been influenced by Descartes's philosophy of "I think, therefore I am"), would not feel compelled to measure the water. The Europeans would think of a) the size of the container and b) the amount of water needed to fill it halfway. They would then deduce how much water would fill the glass. Of course, there are Europeans and Asians who have studied in the U.S. and who have learned different ways of thinking and vice versa. However, knowing how these cognitive or thinking styles work can help define how to approach problems; you can only build a better mousetrap if you all agree that the problem is a mouse.

"How Communication Works" by William Schramm in *Mass Media and Society* (1997) edited by Alan Wells.

Schramm begins his article by writing that the word "communication" has a Latin root, meaning we are trying to establish a "commonness" with someone of an idea or a fact. Schramm illustrates that each message has a source, an encoder of symbols, a signal, a decoder of what the symbols mean and a destination. For this system to work, the fields of experience for the speaker (source) and the listener/reader(destination) need to be the same.

If the fields of experience fail to encompass the signal for both the speaker and the listener, then communication has not taken place. Anthropologist Gregory Bateson supports this idea when he writes in *Mind and Nature: A Necessary Unity* (1979) that "without context, words and actions have no meaning at all." (p. 15).

Schramm writes that the return process of communication called feedback allows us to find out if the listener has understood our message and will act upon it in the way that the speaker wishes. One of the best ways I have found of seeking out feedback is to paraphrase what I understand from a conversation and be willing to do this for my conversation partner.

Intercultural communication can be an imprecise science and art, but it is one that opens doors to other ways of thinking that enrich one's own when you make the effort to collaborate across cultures.

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ABCD AWARD HONORS EXTENDED LOYALTY

By Chris Orr

Chair, 2006-2007 Awards Committee

Our chapter's transition to a new governance calendar is complete. We now match SLA's January-December fiscal and administrative schedule, leaving behind the June-July fiscal year that had governed SLA business for a long time.

In the process, all Executive Board and Advisory Council members served an extra six months as their terms were expanded to bridge the calendar change. When these longer terms ended in December 2007, the chapter Awards Committee deliberated on a way to thank our worthy stalwarts.

The Awards Committee of Marie Tilson, Deb Hunt, Jeff Mah, Cyndi Berglez and I created a special commendation in the form of an "ABCD Award" for service "Above and Beyond the Call of Duty."

On December 5, 2007, at the SLA-SF holiday party held at the Chieftain, the following people were honored with commemorative certificates and a Powell's Books gift card for their active support of the chapter in 2006-2007:

Eris Weaver
Barbara Janis
Joe Morganti
Christine Nay
Rose Falanga
Diane T. Sands
Mimi Calter
Camille Reynolds
Ginny Woodis
Kathleen Cameron
Sandy Malloy
Heather Gamberg
Anne Barker
Rochelle Richardson
David Grossman
Marlene Vogelsang
Jaye Lapachet
Bill Van Niekerken
Monica Ertel
Linda Yamamoto
Michael Sholinbeck
Julie Tashima Takata
Rosemary Hardy
Allyson Eddy-Bravmann

We welcome the new officers and committee chairs who will serve in 2008, knowing that these predecessors continue to contribute their know-how to the chapter. (For the record, as members of the Board and Council, Marie Tilson and I recused ourselves from the ABCD Award, but chapter President Eris Weaver surprised us with commendations at the holiday party. Thank you!)

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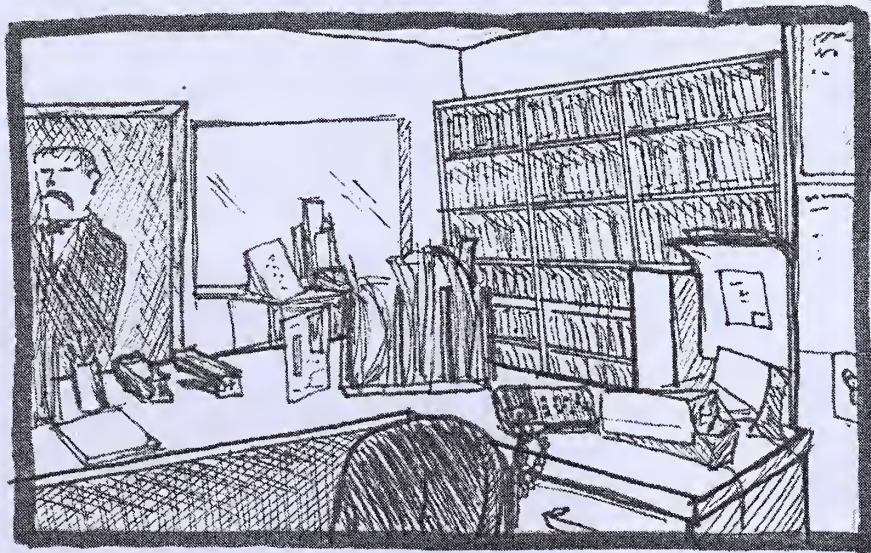
By Diane T Sands

Labor Archive and Research Center, San Francisco State University

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SHOULD SURELY BE
SERVICE TO OTHERS"

— CESAR CHAVEZ —

DS 2008

SAN FRANCISCO CONSERVATORY OF MUSIC LIBRARY TOUR

*By Sandy Malloy
SLA-SF President-Elect*

On Wednesday, November 7, over 30 SLA-SF members and guests were treated to a tour of the San Francisco Conservatory of Music Library. We not only enjoyed a facility tour but, along with refreshments, we heard Music To Go! students Anita Uhlmann, flute, and Lucas Chen, cello, perform.



Head Librarian Kevin McLaughlin leads the tour

Head librarian Kevin McLaughlin and his assistant, Carissa Creed, described the special challenges their library faces. Among these are the use of space and keeping the collection orderly. Although the very new (about 1-year-old) space is lovely, it has criss-crossing beams, which made planning more difficult. Good-quality compact shelving along with creativity helped with space-utilization needs.

Keeping the collection orderly is more of an ongoing problem since the heart of the collection is comprised of scores. Of course, they are very popular, but they aren't always easy to shelve — or re-shelve. Kevin explained that he is fortunate to have the help of student assistants who have a sense of ownership enhanced by their doing all the processing of new materials.

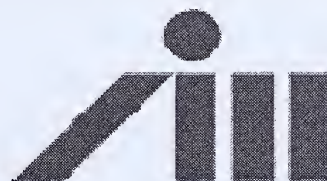
In addition to many scores, the library has an eclectic collection that includes art books and history books (both of which are helpful as background information for some works); materials to support the handful of liberal arts courses taught at the Conservatory; over 7,000 LPs; and recorded in-house performances. One feature that is unusual for such a small library is a rather large number of collected works. An archive room is still in the planning stage.

The well-equipped listening lab has carrels that students and faculty can use to play the many types of media found in the library. Although the library is open to the public, would-be users need to call ahead. However, once in the library they can use both the collection and the listening lab, space permitting, though they cannot check out any of the materials.



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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

*By Rebecca Kozak
Mosaic Columnist*

Changes and Moves

Monica Ertel started a new job on November 5 as director of Global Information Services for Bain & Company. Send a congratulatory note to her at monicaertel@yahoo.com

Sandra Joy Lee moved to Los Angeles and now works for USC in the Warner Brothers Archive. All of the Warner Brothers photos, music scores, scripts and legal files prior to 1969 were donated to the University in 1977. Write her at sandrajoylee@gmail.com

Nancy Bruer-Hufford (nancybruier@yahoo.com) also moved, although a bit farther away! She is retired and has returned to her native Australia. She now lives in Adelaide and is enjoying a social life that includes partying on Melbourne Cup Day and attending a fundraiser BBQ on the grounds of Captain Sturt's house. Nancy reports that the new TV show, "The Librarians" (a 6-part series), is "an insult to the profession." For more information about the program, see <http://desertlibrarian.blogspot.com/2007/10/more-on-librarians-tv-series.html>

Chris Orr is now working part-time at the Sierra Club at Second and Mission in San Francisco as their media assets cataloger. She is setting up a digital assets management system to handle their electronic image, audio and video files, and is part of the web team and the library. The Sierra Club's mission is to explore, enjoy and protect the planet. To find out more, write christineorr@mindspring.com

Paul North, Manager at Wells Fargo Library and Information Services, informs us that his department (formerly the corporate library) relocated from 633 Folsom Street to 303 2nd Street, San Francisco, on December 7. Email him at paul.j.north@wellsfargo.com

Sarah Keehan (sarah310@aol.com) relates that on November 2, the David and Lucile Packard Foundation closed its Reference Services Department. Michele Butler, library manager, and Sarah, library technician, are seeking other employment. The Foundation, located in Los Altos, had previously eliminated its journals and books in 2003.

Sandy Malloy's Big Trip to Africa

SLA-SF President-Elect Sandy Malloy and her husband Bill went on safari in Kenya this past September-October. In her words, it was a "soul-stirring, senses-filling, jaw-dropping experience." On their trip they saw lions, elephants, cheetahs, a leopard, warthogs, hyenas, impalas, wildebeests, giraffes, zebras, many beautiful birds, amazing scenery and lovely people!

In answer to my many questions, Sandy relates that this was her dream trip, but Bill was an eager participant. They both love animals; she's a volunteer at the Oakland Zoo and he volunteers at the Lindsay Wildlife Museum. This trip was organized by the Zoo and Sandy's group of 16 included two keepers. Accommodations were upscale (one was a luxury tent complete with bathroom, closet and mosquito netting for the beds), and they enjoyed delicious food and beverages, such as Nile perch, Indian dishes, and local coffee, tea, beer and coffee liqueur.

If you would like more information about Sandy's trip or the accommodations, write her at sandy.malloy@businesswire.com

Mosaic continues on next page

Mosaic continues...

San Jose State University SLIS Honors 40 Alumni

On November 29, several chapter members were included in a group of 40 SLIS alumni honored at a special reception preceding the Lazerow Memorial Lecture, hosted by SJSU's School of Library and Information Science. Outstanding SF chapter member achievers are: Christy Confetti Higgins, Monica Ertel, Fred Gertler, Cindy Hill and George Plosker. Other SLA members include: Sarah Buchanan, Ann Caputo, Daria DeCooman, and Eli Edwards. To find out about their achievements, go to https://slisgroups.sjsu.edu/alumni/joomla/index.php?option=com_content&task=view&id=121&Itemid=337

Notes from the Mosaic editor:

On Friday, November 30, I was with a group that had the pleasure of visiting the sparkling new library of the Fashion Institute of Design and Merchandising in San Francisco (<http://www.fidm.edu/resources/library/index.html>). Tricia Roush, SF campus librarian, showed us the library's eclectic resources, which have been collected to assist and inspire students in their studies and assignments.

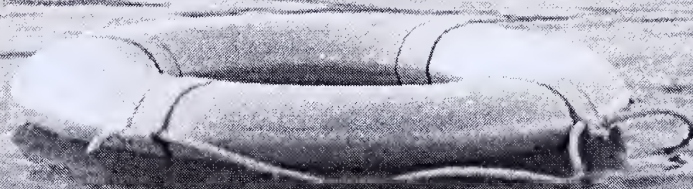
In addition to the usual rows of computers, books and serials, the library has a state-of-the-art conference-video room, a growing media collection and an ever-changing assortment of textiles from which students can permanently "check out" items for their projects. (Donations of fabric are welcome.) Tricia also graciously showed us around the rest of the school, where we viewed exhibits and merchandising displays created by students. Thanks go to the San Jose SLIS Alumni Association for facilitating this fascinating tour at a different kind of educational institution.

While pursuing the job hunt, I continue to work part-time at Alameda Free Library. I now have some permanent hours and have decided that I made the right choice in going to library school, because my job at the library feels more like play!

Write me at rkozaklewis@yahoo.com. Without your news, there is no Mosaic column.

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BayNet and SF Bay Region Chapter of SLA present:

**"AN EVENING WITH MARY MADDEN, SENIOR RESEARCH SPECIALIST,
PEW INTERNET AND AMERICAN LIFE PROJECT"**

Date: Wednesday, February 6, 2008

Time: 6-9 PM

Location: The Solarium, 55 Second St., San Francisco

Agenda: Appetizer buffet, wine, and an assortment of sparkling waters: 6 – 6:45 PM

Business meeting and announcements: 6:45 – 7:30 PM

Program, with Q & A following: 7:30 – 8:30 PM

Presenter: Mary Madden is a Senior Research Specialist with the Pew Internet & American Life Project in Washington, D.C. She has worked with Pew since the spring of 2002, and has authored a wide range of reports covering changing trends in technology and media use. Her recent reports have examined the burgeoning field of online identity management, the adoption of online video, and the arc of teen content creation fueled by social media.

She has been interviewed by The New York Times, the Washington Post, and the Wall Street Journal, among others, regarding her research. She holds an M.A. in Communication, Culture and Technology from Georgetown University and a B.A. in English from The University of Florida.

Description: As libraries consider expanding their presence online and connecting with patrons on their own terms, they often need data to make tough decisions about how to spend limited budgets and human resources on developing new library services. Research conducted by The Pew Internet & American Life Project examines the growing role of technology in our lives, our changing expectations about how to find and use information, and the impact younger generations will have on libraries and other institutions in the future. Her talk will also touch on Web 2.0, privacy, and the changing demographics of library patrons.

Deadline: Please register online or mail your check by February 1, 2008.

Cost: Member (\$25.00)
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Student/Retired/Unemployed (\$15.00)
Program only, begins at 6:45 PM (\$5.00)

Online Registration: <http://units.sla.org/chapter/csfo/calendar/regform.html>

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- ☐ Finance: Prepares Chapter annual budget and mid-year reports
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- ☐ Bayline: Contributes or edits articles for the chapter newsletter
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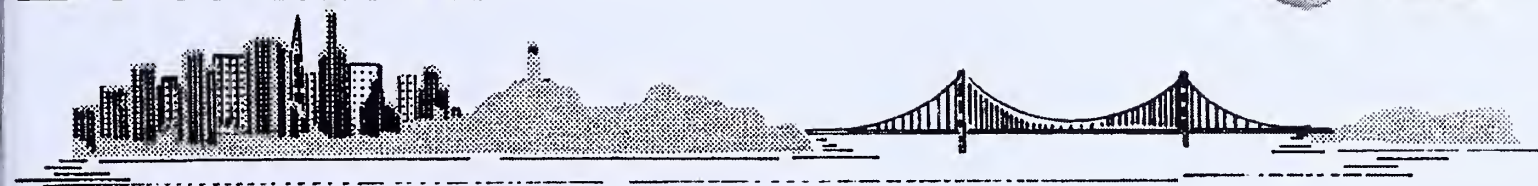
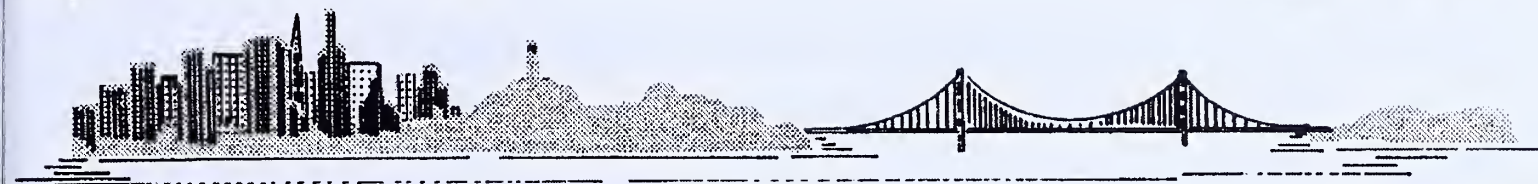


TABLE OF CONTENTS

Article	Page
President's Message	2
Executive Board and Advisory Council Contact Information	3
Bayline Staff/Editor's Notes	4
Internet Researcher Madden Makes a Case For Libraries	5
The Power of Bulk Access: Not Just for Costco Members Anymore - A Sunshine Week Review.	6
The Green Line	9
Click University: A Valuable Resource for SLA Members	10
Reference Librarian: Napa Valley Wine Library	12
Mark Your Calendars!	13
Mosaic: What's Happening with SLA-SF Members	14
Volunteer Opportunities	15
Vendor/Advertising Information	16



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

April • May 2008
Volume 78 Number 2

PRESIDENT'S MESSAGE

By Barbara Janis



Dear Colleagues,

Sandy Malloy and I represented you at the Leadership Summit in Louisville and survived the 7-degree temperature to tell you all about it. Much attention was given to the following projects, initiatives, and plans:

SLA is going green — and the result will be manifested at the national conference in Seattle. SLA will be working with INFO-EXPO exhibitors, conference sponsors, and attendees to offer options such as providing the opportunity for them to purchase their own carbon offsets and supplying

free wireless Internet access throughout the conference center, which will allow attendees to access hand-outs electronically and eliminate the need to print thousands of paper copies. President Stephen Abram also advised us to "carry our own coffee mugs and our own water bottles". An abbreviated conference catalog will be distributed at registration (similar to the one at the Denver conference). For more information, read about the Green Initiative (<http://www.sla.org/content/SLA/pressroom/pressrelease/08pr/pr2801.cfm>).

Faces of SLA 2008

In an effort to define the membership of SLA, photos were taken of all those willing and will be used on the HQ web site to promote the association. Anecdotes from our units will define the value we bring and showcase the diversity of our global membership. So beware of my mug popping out at you when you visit www.sla.org.

Centennial Year 2009

SLA will be celebrating its 100th birthday in 2009 at the annual conference in Washington, DC. Planning has been in the works since Denver. In Louisville, some ideas that resulted from brainstorming at my table included fellows conducting an oral history project, a glimpse of San Francisco in 1909 after the earthquake, and an SLA member ringing the bell at the Stock Exchange. But I bet you could top these. To share your bright ideas, contact 100@sla.org.

Ethics Ambassador

The SLA Public Relations Advisory Council is working on a global event around the issue of information ethics to be launched sometime in 2009 in conjunction with the SLA Centennial Celebration. This event will seek to provide a platform from which SLA members can discuss the importance of ethical use of information, as well as the value information professionals bring to an organization. The development of ethics guidelines, or possibly an SLA Code of Ethics, is a significant part of the plan. Toward that end, each chapter is asked to appoint an ambassador to collect member feedback. An Ethics 101 seminar is planned for the conference in Seattle, and the long-term goal is to have a 2009 International Ethics event during the centennial celebration in DC. If you would like to become our chapter's "ambassador" or simply learn more, send me an e-mail at bjanis@presidiotrust.gov

President's Message continues on page 10

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Copyright and submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

Editor's Notes

In this issue, readers will find information and updates on future SLA-SF events and planned activities (page 8), as well as coverage about other programs that have occurred during the past months. See page 5 for an update on the recent professional development event featuring Mary Madden from Pew Internet and American Life Project. Starting on page 6, you can read all about Sunshine Week and what took place.



I must take this opportunity to inform readers, in case you were all wondering, that the beautiful pictures of the San Francisco Conservatory of Music Library in the previous issue of *Bayline* were taken by Chris Orr. Thanks so much, Chris!

I am sad to announce that Ruth Pennington-Paget will be taking a break from writing her wonderful column, *Global Librarian*, which has graced the pages of *Bayline* for the past two years. I thank her for all of her hard work and dedication.

I encourage readers to check out the article by Marlene Vogelsang called "The Green Line." She offers suggestions on ways to help protect the environment (page 9).

If you are interested in writing a regular column or even contributing just a single article, please do not be shy about sending me your ideas.

Finally, I want to give special thanks to all of the contributors to this issue. You have all helped to make this publication unique and valuable.

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Jobline is now available on the SLA San Andreas Chapter web site, which is linked from:
www.sla.org/chapter/csfo/jobline/jobline.html

INTERNET RESEARCHER MADDEN MAKES A CASE FOR LIBRARIES

*By Heather Gamberg
SLA-SF Webmaster*

"Who needs libraries (or librarians) now that we have the Internet?" It's not uncommon for librarians to hear something like this just about every day. And while librarians and other information professionals know it most definitely isn't true, it was heartening to hear it from someone who studies Americans' use of the Internet. In fact, according to her, "Librarians Rock!"



Photo courtesy of Mary Madden

Mary Madden (pictured to the left), a senior research specialist with the nonpartisan, Washington, DC-based Pew Internet & American Life Project (<http://www.pewinternet.org/index.asp>), gave a presentation to members of SLA-SF and BayNet on February 6 about Americans' use of the Internet and libraries.

Held at the Solarium, a spacious meeting space on Second Street in San Francisco, the event drew nearly 100 people interested in learning about the Internet's effect on libraries. It was sponsored by two other supporters of librarians: Taylor & Associates and Advanced Information Management.

After sipping on wine and mineral water and munching on Mediterranean finger foods, everyone gathered at one end of the room for Madden's PowerPoint presentation, which can be found online at: http://www.pewinternet.org/PPF/r/222/presentation_display.asp.

A recent study by the Pew Internet & American Life Project on Americans' use of libraries (available online here: http://www.pewinternet.org/PPF/r/231/report_display.asp) found that the most frequent visitors to public libraries are those from Generation Y (ages 18-30). And these young adults are not just using the Internet, they're also turning to libraries for problem-solving information — and are twice as likely to do so as older adults.



*Members gather to listen to the presentation
Photo courtesy of Heather Gamberg*

Using this information as a jumping off point, Madden painted a picture of what life has been like for the "digital natives": They were born in 1990, when Tim Berners-Lee wrote the first programming for the World Wide Web and personal computers were 15 years old. They were in the fourth grade when Napster introduced the world to file sharing, and attending middle school when the iPod and Wikipedia debuted. Now in high school, much of their lives revolve around online media, including YouTube and social networking (MySpace, Facebook, etc.).

To reach these technically savvy patrons, Madden recommended four things: 1. Creating online content (and giving librarians time during their workday to do this), 2. Soliciting feedback via online channels, 3. Reinforcing relationships using online sources (e.g., social media tools like Facebook), and 4. Cultivating and participating in semi-public spaces (e.g., the Library 2.0 group on Ning: <http://library20.ning.com>).

Madden also spoke about "self-literacy," or monitoring your own presence on the Internet. According to Pew, almost half of Internet users have searched online for information about themselves, and more than half have used the Net to look up other people. Madden's sample search for herself on the Internet demonstrated the importance of monitoring your online presence. Her text searches using Google, Yahoo, and Ask.com netted some interesting results for "Mary Madden," including a woman who specializes in cybersex issues. Madden also showed how the Internet Archive's Wayback Machine (<http://www.archive.org/web/web.php>) and new image-search engines like Polar Rose (<http://www.polarrose.com>) can retain information and images that have long been forgotten — or weren't even known about in the first place.

By devoting some time to online research, creation and relationships, Madden said, librarians can keep pace with their young patrons and remain relevant in these technological times.

THE POWER OF BULK ACCESS: NOT JUST FOR COSTCO MEMBERS ANYMORE - A SUNSHINE WEEK REVIEW

*By Anne N. Barker
SLA-SF Chair, Government Relations*

For the third year in a row, the San Francisco Bay Region chapter of the Special Libraries Association and the Northern California Association of Law Libraries (NOCALL) co-hosted an event celebrating Sunshine Week (<http://www.sunshineweek.org/>). Sunshine Week's intent is to raise awareness of the importance of open government and freedom of information. Our local program started off with a viewing of the national webcast, titled "Government Secrecy: Censoring Your Right to Know." The webcast is currently available at: <http://www.visualwebcaster.com/thepressclub-GovtSecrecy2008-031908>. Registration is required, but it is free and the webcast begins immediately after the registration form is submitted.

The national webcast was excellent, full of insightful commentary about the concept of the unitary executive and the role new organizations are taking in opening access to government information and combating government secrecy. I encourage everyone to take an hour and a half to watch the webcast. I would love to discuss the entire event in this article, but there is just too much to cover about our local panel.

Personally, I think the SLA-NOCALL event gets better every year we host it; I might be biased, but that doesn't mean it isn't true. Following the webcast, we welcomed our panel of local speakers (pictured to the right) to discuss their organizations' efforts to open access to government information: Carl Malamud, Marcia Hofmann and Brewster Kahle.



*Panelists: Carl Malamud, Marcia Hofmann, and Brewster Kahle.
Photo courtesy of Anne N. Barker*

Carl Malamud is the founder of the Internet Multicasting Service (<http://museum.media.org/invisible.net/>), the nonprofit group known for creating the first Internet radio station, putting the SEC's EDGAR database online, and creating the Internet 1996 World Exposition. Malamud has challenged the information management policy of Smithsonian Networks, particularly with regard to their contract with Showtime, and has worked to get C-SPAN to liberalize their video archive access policy. Most recently, he has begun publishing court decisions and documents at Public.Resource.Org (<http://public.resource.org/>), where you can find the PACER Recycling Bin (<http://pacer.resource.org/>) to upload all your PACER Documents for inclusion in the database.

Malamud began the panel discussion with his assertion that, in this day and age, the definition of "public" has changed. He believes that public events and documents are not public unless they are available on the Internet. Documents that are available in a reading room in Washington, DC, are not truly accessible to the vast majority of Americans. Therefore, he is not as much concerned with the traditional arguments about whether an information source is open or closed, but with equity and the concern that information is effectively available only to those who can afford to access it.

His own model of openness involves getting data in bulk and making it available online for others to create modes of access. Regarding his recent efforts to open electronic access to caselaw, Malamud commented that he has nothing against Lexis and Westlaw, among others, making money providing access to the law. However, he wants to make the law itself available in bulk with no restrictions, so that others can compete with large, established businesses. Bulk access brings about more innovation because people are able to create their own tools for searching, viewing and analysing the materials.

The Power continues on next page

The Power continues...

Our second speaker was Marcia Hofmann, a staff attorney at the Electronic Frontier Foundation (EFF) (<http://www.eff.org/>) working on government transparency, civil liberties, and intellectual property issues. Prior to joining EFF, Marcia was director of the Open Government Project at the Electronic Privacy Information Center (<http://epic.org/>), where she spearheaded efforts to learn about emerging policies in the post-9/11 era, and was lead counsel in several Freedom of Information Act lawsuits. Along with her colleague David Sobel, she established EFF's FOIA Litigation for Accountable Government (FLAG) Project (<http://www.eff.org/issues/foia>). EFF FOIA requests focus on government collection and use of information about Americans, the increasing cooperation between the government and the private sector, and federal agencies' development and use of new information technologies.

Among the FLAG Project's many efforts, EFF has submitted FOIA requests seeking records about the military's use of National Security Letters to obtain financial and credit records about hundreds of people, and has filed suit against the Office of the Director of National Intelligence, demanding information about telecommunications companies' efforts to gain immunity for their role in the government's electronic surveillance of millions of ordinary Americans.

Hofmann described her efforts to try and pry information from the government. The FLAG Project focuses on what she termed "border issues" — issues related to national security or justice that involve sensitive matters or classified information, where there is a real question as to whether or not information should be made public. It is in this area, where some materials are legitimately being kept classified, that the government is often too liberal with the "classified" designation. When they find that the government is keeping too much of the information secret, the EFF files a lawsuit to open access to the files.

Hofmann then discussed some of the EFF's efforts to open files related to the government's use of National Security Letters and the many front-page news articles that have resulted from the documents made available through these efforts.

Our final speaker was Brewster Kahle, digital librarian, director and co-founder of the Internet Archive (<http://www.archive.org/>), the largest publicly accessible, privately funded digital archive in the world. Kahle is a board member of the Electronic Frontier Foundation, a supporter of the Open Content Alliance (<http://www.opencontentalliance.org/>), and a plaintiff in *Kahle v. Gonzales* (formerly *Kahle v. Ashcroft*), which challenged recent copyright term extensions.

The Internet Archive's U.S. Government Document Collection currently contains over 3,000 documents. In collaboration with Public.Resource.Org, the Internet Archive is digitizing copies of the Boston Public Library's government documents collection, which will then be made available on the Internet. The project aims to create a comprehensive digital archive of 60 million pages of government documents over the next two years.

Kahle's main argument was that librarians need to build a digital library that is by us and for us; otherwise, we'll end up buying a digital library that is not by us or for us. He noted that librarians and information professionals are a major industry and we need to start acting like it. So far, established library organizations have not done enough to build access to digital resources, so new organizations like Public.Resource.Org and the Internet Archive are springing up to fill the gap. However, these new organizations don't have the kind of money that traditional organizations have and they need our support.

The Power continues on next page

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The Power continues...

Kahle said he had thought the Google book-scanning project was going to be a good thing, but instead it has put public-domain materials under a contract indefinitely. Digital scans created through this project are only available in Google's database. While we can search Google and bring up the records, we can not download the scans in bulk and re-use the materials in new and innovative ways.

Like Malamud, Kahle emphasized a belief that bulk access to information is extremely important. We need to be sure bulk access is built into scanning contracts or even that there are no contracts in the first place. He advocates that we really need to "raise a stink" when a contract for a private organization to provide access to public-domain materials includes restrictions. We need to "keep the public domain public, even in the digital age."

He referred to Malamud's recent efforts to gain the public release of federal legislative histories, which have been compiled by the law librarians at the Government Accountability Office (GAO). The GAO contracted with Thomson West to have these documents scanned and now Thomson West is claiming exclusive access to these public documents and our ability to view them electronically.

Malamud chimed in here that this type of contract is very common in the government. The usual model is to have a private organization scan government documents, provide a copy of the electronic files to the contracting government agency and then commercialize the documents with the public. In spite of the restrictions on public access, the government thinks it's a good contract because they are getting free scanning and saving money.

Kahle said that time and again they have seen that the government wants the money to scan documents to come from somewhere other than its own budget. The government thinks it shouldn't have to pay for scanning because someone else can commercialize it. On the other hand, the Internet Archive's ideal is to get the information to the public, in bulk, first, and then let people commercialize it by building their various tools and interfaces.

Over and over, he has found that organizations like the Internet Archive can get access to government information if they are able to cover the costs of digitization, even if there is some degree of effort expended by the organization they are working with. He reiterated that libraries have got to start building their own collections rather than just negotiating contracts for access to other organizations' collections. Based on these two principles, the Internet Archive is now embarking on what Kahle referred to as "the Carnegie Model" — they'll provide the digital library, but you need to fill it with stuff.

Under this new program, the Internet Archive is buying microfilm scanners to loan to libraries. In order to borrow a scanner, the library must agree to staff the scanner for two shifts for two years. The Internet Archive will then do all of the back-end processing to make the scanned documents available to the public. Anyone interested in participating should contact the Internet Archive.

The program was an inspiring and energizing call to action — the perfect way to celebrate Sunshine Week!

Additional Notes:

The Power continues on next page

If your Web OPAC doesn't work on the new iPhone, it's not truly Web-based!

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THE GREEN LINE

*By Marlene Vogelsang
SLA-SF Chair, Strategic Planning*

How are you doing with your New Year's resolutions? I thought I'd check in about mine.

My work-related "green resolution" for 2008 is to use less paper and save wood, energy and water! I am planning to print less, set default margins smaller on all documents and print double-sided. I thought I needed a duplexer, but just realized that two-sided is a setting for my HP LaserJet 4250! Here are more tips on saving paper at work from the California Integrated Waste Management Board (<http://www.ciwmb.ca.gov/BizWaste/OfficePaper/QuickTip.htm>).

At home, I am opting out of a cornucopia of catalogs that come in the mail. Did you know that over 19 billion catalogs are mailed to US consumers annually? One easy way to opt out is at www.catalogchoice.org. The Direct Marketing Association (DMA) also offers an opt-out service (<https://www.dmachoice.org/MPS/proto1.php>) for catalogs and credit card offers.

I am doing great so far. I have far smaller stacks of paper at my desk and I am looking forward to less junk mail at home. I would like to share tips on energy efficiency and sustainability with you as we think about ways to walk a bit more softly on this earth. You are welcome to e-mail me your ideas at Mxv6@pge.com and I'll include them in my space.

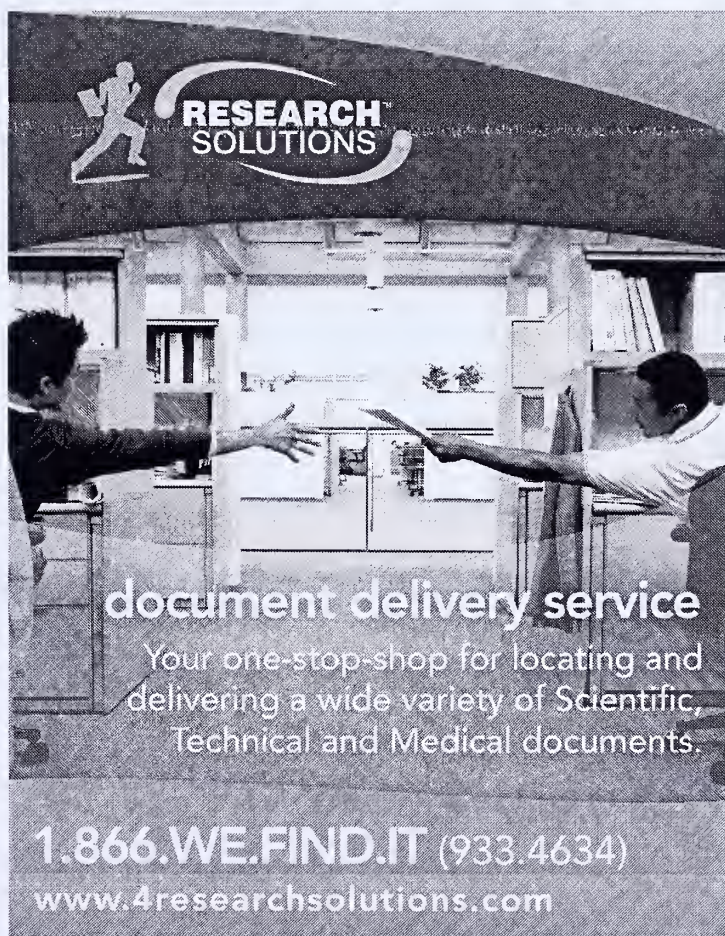
The Power continues...

1. "The Secret Executive — What Can Congress and the Public Do?" The first panel discussed executive branch power and secrecy, congressional rights and responsibilities, and the role of the press in combating government secrecy. Speakers included:

- Mickey Edwards, director of the Aspen Institute-Rodel Fellowships in public leadership and former republican member of congress from Oklahoma for 16 years (1977-92)
- Ann Beeson, director of US Programs at the Open Society Institute and previously associate legal director of the American Civil Liberties Union
- John Podesta, president and CEO of the Center for American Progress, chief of staff to President William J. Clinton from October 1998 to January 2001, and formerly in senior staff positions in congress

2. "Citizen Self-Help: Finding the Information You Need". The second panel featured creators of web sites that are making hard-to-find government information — federal, state and local — easy for the public to find and use. Speakers included:

- Daniel O'Neill, the people person at EveryBlock, responsible for working with local governments to uncover new datasets
- David Moore, executive director of OpenCongress.org
- Sheila Krumholz, executive director at the Center for Responsive Politics, speaking about OpenSecrets.org
- Sean Moulton, director of federal information policy at OMBWatch, speaking about FedSpending.org
- Greg Elin, chief data architect at the Sunlight Foundation, speaking about Sunlight Labs



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CLICK UNIVERSITY: A VALUABLE RESOURCE FOR SLA MEMBERS

*By Judy Bolstad
Bayline Editor*

Did you know that Click University (<http://sla.learn.com/learncenter.asp?id=178409>), an active "online learning community," exists for the benefit of SLA members? This resource provides members with opportunities to earn an advanced degree, enroll in programs that lead to certification in various areas, take valuable courses and even sign up to attend virtual online seminars. If you want to take advantage of distance education, learn new things and improve job skills, Click University is where you should look.

All Certificates Program courses (<http://sla.learn.com/learncenter.asp?page=102>) courses are available only to SLA members. Currently there are two new courses offered: Knowledge Management and Copyright Management. For SLA student members who are interested in Click University, a 25% discount is also available for select professional development programs.

The free Course of the Month is an opportunity for SLA members to take part in a topical and valuable learning experience at no charge. Some free past and upcoming courses are listed below.

Free Past and Upcoming Courses of the Month

Course	Date
Getting Ready for the Job Search (REPLAY)	15 March - 14 April
Presentation Skills	15 April - 14 May
Managing a Virtual Office	15 May - 14 June

The next time you are inspired to improve your skills and seek professional development, consider Click University as a resource.

President's Message continues...

And now - The Alignment Project

What is it?

The alignment project is a far-reaching and thorough examination of the information profession and of the roles that librarians, information professionals and the association will play in the future. It will fix core values and provide flexible business strategies in order to provide a clear directional focus. The process will include interviews, reports, surveys and research.

What will it do for us?

The succinct answer is that the alignment will provide a better way to position our profession to our constituencies.

Who is conducting the project?

The team is led by the international consulting firm, Fleishman-Hillard, with support from futurist Andy Hines of Social Technologies and from Outsell, Inc.

Here's where you can learn all about the Alignment Project: http://www.sla.org/PDFs/2008LS_StrategicAlignmentProjectUpdate.pdf

President Stephen Abram's call to promote the value of SLA membership has been heard by your Programming team, headed by Rochelle Richardson. I'm not going to steal her thunder, so you must dig deeper into this publication (page 13) to learn what's afoot.



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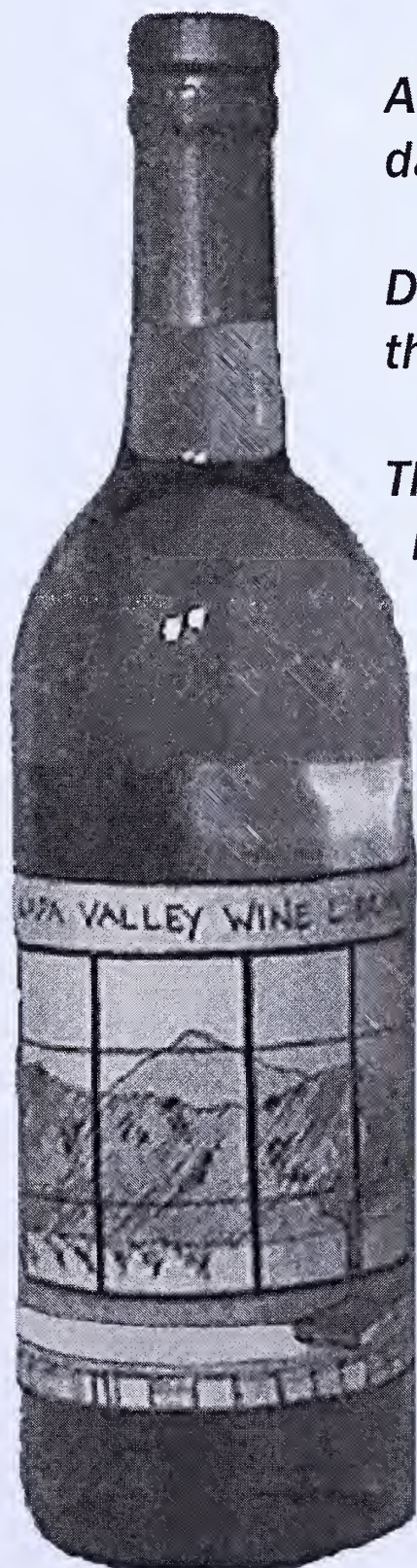
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REFERENCE LIBRARIAN

By Diane T Sands

SLA-SF Secretary

Napa Valley Wine Library



*A little learning is a
dangerous thing*

*Drink deep, or taste not
the Pierian spring*

*There shallow draughts
intoxicate the brain*

*And drinking largely
sobers us again*

*- Alexander Pope -
1709*

MARK YOUR CALENDARS!

By Rochelle M. Richardson
SLA-SF Programs Director

I hope everyone who did not have a chance to attend the February 6 SLA-SF/BayNet Joint Program, featuring Mary Madden of the Pew Internet & American Life Project, has been able to catch up on the fun evening by reading Heather Gamberg's article (thank you, Heather!). Special thanks also to Craig Cruz of BayNet, who offered to share the speaker with us; to Chris Orr, who located the elegant venue and delicious food; and to Julie Takata, who pulled off the registration logistics while recovering from the flu!

The Events Committee members have been working hard on planning some great tours, dinner programs and professional development opportunities for the rest of 2008. Coming up next are the traditional April Neighborhood Dinners, headed by the chapter's Assistant Director of Programs, Cynthia Berglez. As Cynthia says, "This is a great way to get involved with the chapter, meet new friends and network in your own neighborhood, or explore a new one. For you new SLA members, this is the easiest way to begin to get involved in SLA. It's a great way to learn what's going on in other libraries in the Bay Area or plan the next step in your career, all on a small and friendly scale. It's not really networking at all, it's just hanging out in the 'hood — with some librarians." Neighborhood Dinners will be held mostly during the week of April 14-18 (with a few before and after); I hope everyone will consider attending a dinner. Contact Cynthia at cberglez@comcast.net to find your Neighborhood Coordinator or visit the SLA-SF calendar page at <http://units.sla.org/chapter/csfo/calendar/calendar.html>, where a list of dinners is being compiled.

In May, we are planning a half-day professional development seminar with Linda Popky of L2M Associates to learn about marketing strategies and initiatives for library and information services. Erin Matas, professional development chair, has been hard at work securing another top-notch speaker for a seminar on Web Search Wizardry planned for September.

July and November are the months to look forward to tours and Anne Hall, tours chair, has many ideas for fun and interesting places to visit all over the Bay Area. She's working on narrowing them down to the top two and we will let you know when we have more details.

As for dinner programs, mark your calendars for June 25, August 12, October 8 and December 11. Speakers and topics are forthcoming, but I think we'll reserve December 11 for our popular holiday social. Stay tuned!

And last but not least, as Barbara Janis mentioned in her column, we have "heard the call" from Stephen Abrams to learn more about and promote the value of our SLA membership. To that end, Anne Hall has suggested implementing a "Membership Minute" at our chapter events. This will be, literally, a minute, maybe two, devoted to hearing about something of value that lies "behind the wall" of the members-only section of the SLA web site.

So, do you have a good story about the time the SLA web site "saved your bacon" or you found just the thing you needed after you logged on to www.sla.org? Write it up and send it in to SF-SLA-Events@hotmail.com. If we pick your story for one of our events (or an event announcement), you'll win a \$25 Book Sense gift card! You don't need to be present to win and if you're shy about getting up in front of a crowd, we'll even tell the story for you. Come on, tell us what you've found!

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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

*By Rebecca Kozak
Mosaic Columnist*

Changes and Moves

Cindy Hill joined Outsell, Inc (outsellinc.com) as the vice president for Information Management Services. Her new e-mail address is chill@outsellinc.com.

Lee Pharis informs us that Genentech closed its library in November. Dale Stanley, who was the associate director of Genentech Corporate Library, has joined Gilead in Foster City as director of literature resources. He can be reached at dalestanleyct@aol.com, if you'd like to get additional information from him about his new position. Lee, who is manager of information resources at Exponent, can be contacted at lpharis@exponent.com.

Debbie Sommer's solo library position of library & information services manager at the California HealthCare Foundation in Oakland was eliminated at the end of February 2008. She was there for six years. Send her a note at djsommer@rcn.com.

Congratulations

Bill Fisher, professor of library science at San Jose State University's SLIS, is SLA's newest John Cotton Dana award recipient. Stephen Abram announced this wonderful news at the Leadership Summit. Bill will receive the award at the SLA conference in Seattle. He writes that:

"It is a great honor to be recognized in this manner. The Dana award is one of SLA's highest honors, and I'm grateful to the San Andreas Chapter for sponsoring my nomination and to this year's Awards and Honors Committee for selecting me. Participating in SLA activities at various levels has provided an opportunity to work with many talented and creative people; I feel the award recognizes their contributions to the Association as much as it recognizes my contributions. I am looking forward to celebrating with lots of Bay Area SLA members in Seattle."

Dr. Fisher, who was my culminating project advisor, recently moved to Eugene, Oregon, but will continue teaching primarily online classes. His e-mail is Bill.Fisher@sjsu.edu.

Michael Sholinbeck was recently elected to serve as the chair of the SLA Environment and Resource Management Division. He will serve as chair-elect in 2008, chair in 2009 and immediate past chair in 2010. Michael is looking forward to serving in this position and is happy to entertain any ideas and advice his fellow SF Bay Region Chapter members wish to send him! Michael is currently the assistant head and outreach/instruction librarian at the Sheldon Margen Public Health Library, UC Berkeley. E-mail him at msholnb@library.berkeley.edu.

Other News

The SLA Marin/Sonoma neighborhood dinner group had their winter quarter gathering at The Kitchen on Grant Avenue in Novato on Tuesday, January 22. The eight attendees enjoyed good food and conversation. New to the group was Gabor Por, a distance student living in Santa Rosa, who is close to completing his MLS at the University of Washington. The group plans to meet next on Wednesday evening, April 30. They have tentative plans to go to Insalata in San Anselmo after a tour of the San Francisco Theological Seminary library, thanks to Mary Moore. The tour is at 6 pm and dinner will be at 6:45 pm. Please note: this is not an official chapter tour. If you would like to join the group, please contact Diane Rosenberger at dianerosenberger@yahoo.com.

Notes from the Mosaic editor:

I'm looking forward to joining a group at a Neighborhood Dinner, my most favorite event of the year. Send me news at: rkozaklewis@yahoo.com. Without the news of our members and their institutions, there is no Mosaic column.

Do you have. . .A Hidden Talent? A Desire to Give?

Do you want. . .An Opportunity to Learn? An Opportunity to Grow Professionally?

Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See page 3.

Please select your area of interest(s) and fill in your contact information:

Administration

- ☐ Archives: Maintains historically important Chapter documents
- ☐ Finance: Prepares Chapter annual budget and mid-year reports
- ☐ Nominating: Solicits and selects candidates to serve on SLA-SF committees
- ☐ Strategic Planning: Directs long-range chapter planning

Communication

- ☐ Bayline: Contributes or edits articles for the chapter newsletter
- ☐ Networking: Information liaison with other organizations
- ☐ Mailing: Coordinates Chapter mailings
- ☐ Web Site: Develops and maintains chapter Web site

Events

- ☐ Hospitality: Selects locations and arranges dinner meetings
- ☐ Tours: Organizes visits to libraries and related organizations
- ☐ Professional Development: Organizes continuing education programs
- ☐ Programs: Selects topics/speakers, organizes meeting programs

Outreach

- ☐ Academic Relations: Coordinates Bay Area student activities and mentoring
- ☐ Government Relations: Monitors and reports on relevant legislation
- ☐ Vendor Relations: Solicits ads for chapter bulletin/coordinates vendors to support Chapter activities

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Events

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 Richardson at:

richardson.rochelle@gmail.com

Telephone: 415.466.2553

Calendar events are updated
 bi-weekly on the SLA-SF Web site:
<http://www.sla.org/chapter/csfo/csfo.htm>



TABLE OF CONTENTS

Article	Page
President's Message	2
Executive Board and Advisory Council Contact Information	3
Bayline Staff/Editor's Notes	4
Treasurer's Report.	5
Ramblings Along the Information Trail: Doing the Plan	7
Tour of the Federal Reserve Bank of San Francisco Research Library and Fed Center	10
SLA-SF April Neighborhood Dinners.	11
Reference Librarian: California Attorney General's Office, Law Library	16
Integrating Healthcare and Law in Business: A Solo Medical Malpractice Library	17
Mosaic: What's Happening with SLA-SF Members	19
Upcoming Events and Vendor/Advertising Information.	20
Volunteer Opportunities	21



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

June • July 2008
Volume 78 Number 3

PRESIDENT'S MESSAGE

By Barbara Janis



Dear members and friends of SLA-SF Bay Region,

I remember in high school our social science teacher asked a question: How do you choose your friends? Often the answer is we select those who share our interests and beliefs. So I am always excited when April arrives and neighborhood dine-around opportunities lure me to try new restaurants and meet new colleagues. At Piazza d'Angelo's, hosted by David Grossman, I met a retired UCSF librarian who shared her travels with Cal Alumni tours while the film *Marriage Italian Style* played silently in the background.

Mary Keba's San Francisco restaurant choice was the venue where I met a San Jose State library school student who offered to act as liaison between us and her classmates. At Zatar's in Berkeley, Howard Fuller hosted and entertained us with the backstory of his current position at Stupski. Still ahead, following a tour of the Hogwarts' style San Francisco Theological Seminary, is the San Anselmo dinner coordinated by Diane Rosenberger. I hope you got to participate in a neighborhood gathering. Diverse menus and company provide great food for thought and yummy food to eat — you can't beat it. Many thanks to all coordinators!

Oh the places you will go! Oh the people you will meet!

If you will be attending the annual conference (<http://www.sla.org/content/Events/conference/ac2008/index.cfm>) in Seattle, don't miss the West Coast Reception. Christopher Mulready has been the chief planner for the Pacific Northwest Chapter. Here's the scoop:

"Join us, and be above it all!" on Sunday, June 15, from 7:30 to 10:30 PM in the Cascade View Room on the 51st floor of 2 Union Square — a mere step from the Convention Center. The view will be breathtaking and the food wonderful. The party will feature Pacific Northwest wines, beers and food. The following sponsors have all pitched in to make this a party to remember: Microsoft, Copyright Clearance Center, Dow Jones & Company, IEEE, Ingram Digital Group, Information Express, IOP Publishing, Powell's Books and SPIE Digital Library.

Many chapter workings seem to happen without much fanfare. Former President Eris Weaver began the transition to use the popular Paypal for special event functions. Eris also oversaw the consolidation of committees to achieve more coordination and smoother transitioning from year to year. Eris is a mover and a shaker — as you may have noticed. Now the executive board wants to share with you our budget process. Please look inside this issue to find Treasurer Mimi Calter's clear and cogent description of the 2008 budget (see page 5).

The advisory and executive boards will be meeting next on September 10. If you are curious how our chapter is run and would like to become involved, I invite you to attend. Please contact any of us on the executive board. Getting involved with the chapter is rewarding both personally and professionally. No experience necessary!

Special Libraries Association San Francisco Bay Region Chapter

Executive Board

President Barbara Janis 415.945.9437 (home) 415.561.5343 (work) bjanis@presidiotrust.gov	Past-President Eris Weaver 707.795.2157 (home) 707.338.8589 (cell) eris@erisweaver.info	President-Elect Sandy Malloy 415.986.4422 sandy.malloy@businesswire.com	Treasurer Mimi Calter 650.725.5813 mcalter@stanford.edu
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Administration	Communication	Events	Outreach
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	Jobline [San Andreas 2008]		

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The San Francisco Bay Region Chapter bulletin is published five times for Volume 78. Publication dates for this Board Year are by the fifth day of February 2008, April 2008, June 2008, August 2008, and October 2008.

The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

Volume 78 Copy Deadlines:

December 31, 2007; February 29, 2008; April 30, 2008; June 30, 2008; and August 31, 2008.

Jobline is now available on the SLA San Andreas Chapter web site, which is linked from:
www.sla.org/chapter/csfo/jobline/jobline.html

Editor's Notes

In this issue, check out part five of Daniel O. Holmes's recurring column on implementing a library or information management system on page 7. Readers will also find a recap of the last SLA-SF tour of the Federal Reserve Bank research library and Fed Center on page 10. In addition, I encourage readers to take a look at Jan Keiser's article on solo librarianship on page 17 for an interesting and inspiring read.



April was an eventful month with several SLA-SF neighborhood dinners held around the Bay Area. I thought it would be a good idea to ask the hosts of these dinners to write up summaries and include some photos. For those who could not attend one, you can read about what happened starting on page 11.

I hope readers enjoy this issue. There is a talented mix of both new and recurring contributors. Special thanks to them all!

As always, I'm seeking contributors for the next issue. For those of you attending the upcoming SLA conference in Seattle, if you have anything interesting to say about sessions or events you attended, please consider writing an article for Bayline. See you all in Seattle!

Contact: bayline_editor@yahoo.com

Copyright and submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

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TREASURER'S REPORT

By Mimi Calter
 SLA-SF Treasurer

In an effort to make chapter operations more transparent to our membership, we are publishing a summary of the chapter's 2008 budget, including actual 2007 expenditures and income for each committee, as well as a snapshot of the chapter's current finances. The budget is organized by the standard financial categories used by SLA headquarters for reporting. As all SLA chapters and divisions are operating as a single organization for tax purposes, we must report regularly to headquarters using these standard categories. Within that category framework, we can apply our own subcategories, and we tie those subcategories back to our individual committees for budgeting. In some cases, you will see mandated categories for which we have no budget, because we have no operations; directories are an example. In reviewing the budget, keep in mind that 2006/2007 was an 18-month year, due to the financial calendar switch, while 2008 is a regular 12-month year. Below is the 2008 budget:

Income Category	Committee	Actual 2006/2007	2008 Budget
Bulletin Advertising Income	Vendor Relations	\$4,673.25	\$3,367.00
Bulletin Subscriptions			
Contributions	Vendor Relations	\$0.00	\$0.00
Directory Advertising			
Directory Sales			
Dues Allotment	Membership	\$6,494.40	\$5,486.40
Interest Income	Treasurer	\$3,236.67	\$1,500.00
Meeting Income			
Academic Relations	Academic Relations	\$0.00	\$0.00
Government Relations	Government Relations	\$255.00	\$600.00
Professional Development	Professional Development	\$1,600.00	\$5,000.00
Programs	Program	\$9,611.59	\$4,500.00
Tours	Tours	\$830.00	\$750.00
Miscellaneous Income			
Jobline	Jobline	\$1,775.00	\$0.00
Sponsorships	Vendor Relations	\$8,592.00	\$3,000.00
Total Income		\$37,067.91	\$24,203.40
Expense Categories	Committee	Actual 2006/2007	2008 Request
Bank Charges	Treasurer	\$40.02	\$50.00
Credit Card Charges	Treasurer	\$213.61	\$250.00
PayPal Fees	Treasurer	\$0.00	\$0.00
Bulletin - Advertising			
Bulletin - Non-Advertising			
Bulletin Software	Bulletin	\$0.00	\$199.00
Contribution Expense			
Directory - Advertising			
Directory - Non-Advertising			
Group Allotments			
Meeting Expense			
Academic Relations	Academic Relations	\$0.00	\$600.00
Annual Meeting Reception	Membership	\$5,362.51	\$500.00
Board and Committees	President	\$1,663.57	\$1,850.00
Government Relations	Government Relations	\$524.71	\$1,100.00
Nominating	Nominating	\$0.00	\$180.00
Past-President	Past-President	\$253.25	\$250.00
President	President	\$3,498.54	\$2,500.00
President Elect	President-Elect	\$2,474.81	\$2,700.00
Professional Development	Professional Development	\$2,512.28	\$5,500.00
Program	Program	\$14,459.08	\$12,000.00
Strategic Planning	Strategic Planning	\$0.00	\$150.00
Tours	Tours	\$912.79	\$1,000.00
Miscellaneous Expense			
Awards	Past-President	\$1,184.61	\$1,100.00
Consulting Expense	Consulting	\$0.00	\$0.00
Jobline	Jobline	\$0.00	\$0.00
President - Gifts	President	\$0.00	\$100.00
Publicity	President	\$0.00	\$0.00
Postage & Supply			
Archives	Archives	\$227.74	\$300.00
Bulletin	Bulletin	\$0.00	\$0.00
Hospitality	Hospitality	\$0.00	\$40.00
Mail Box Rental	Mailing	\$234.00	\$128.00
Mailing Committee	Mailing	\$104.81	\$172.00
Membership	Membership	\$0.00	\$100.00
Treasurer	Treasurer	\$15.20	\$70.00
Vendor Relations	Vendor Relations	\$19.65	\$20.00
Total Expenses		\$33,701.18	\$30,859.00
Budgeted profit/loss			-\$6,655.60

Treasurer's Report continues on next page

Treasurer's Report continues...

Chapter Finances as of March 31, 2008

<u>Account</u>	<u>Balance</u>
Checking SLA	13,040.94
SLA Pooled Fund	47,648.98
PayPal	401.25
OVERALL TOTAL	61,091.17

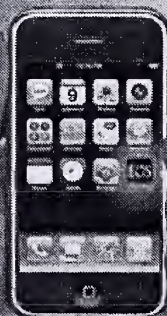
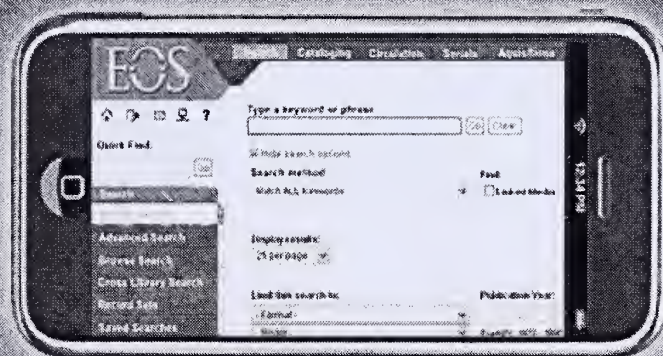
Overall, the chapter's financial position is very strong, but as you can see, we are expecting to operate at a loss for this year. This is primarily due to our decision to hold registration fees to \$25 for all of our dinner meetings, regardless of actual cost. Historically, we have priced these programs at break-even, which has resulted in fees of \$35 or more in some cases. At the end of 2007, recognizing that the chapter had been running in the black for a few years, the board decided to make use of our funds in a manner that would benefit the general chapter membership. We felt that a cap on fees would offer the most benefit for the largest group of members, and we hope that many more of you will attend events throughout the year.

For 2008, we have more thoroughly integrated our budgeting and accounting, and consolidated those functions under the Treasurer. Because of this integration, the board has decided to eliminate the Finance Chair position, which was established when budget preparation was more manual. We now use Quicken for both auditing and budgeting, and we see enormous benefit from having our budget more thoroughly integrated with finance. Committee chairs will now receive regular reports on their spending compared to budget, and the board will be able to respond more quickly in the event of an issue. The board will serve in the role of Finance Committee when consultation is necessary.

The other significant development on the chapter finance front is an upcoming change of bank account. In order to facilitate auditing, and also to simplify the process of distributing allocations, national headquarters has decided that all U.S. chapters and divisions should operate through a single bank account. An umbrella account will be established at the national level, and each chapter and division will have its own separate sub-account. This will ultimately be of benefit to the chapter, reducing our banking fees and enabling us to make use of a check card for chapter transactions. No date is set for the transition, but it is expected to be completed in the next year. Watch this space for more news.

We hope making this budget public will help clarify the operations of the chapter and the roles of the individual committees. Please feel free to come to the board with questions or concerns.

If your Web OPAC doesn't work on the new iPhone, it's not truly Web-based!

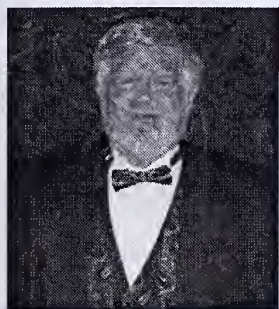


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RAMBLINGS ALONG THE INFORMATION TRAIL

Implementing a library or information management system



Typical Threads for a Library
Consultant – Budget Accordingly

Part 5: Doing the Plan

By Daniel O. Holmes, MLIS, MA
Librarian and Geographer
Great Circle Information Services

Editor's Note: This is the fifth article in a series on justifying, designing, and implementing a library and information management system in an organization. The article covers how to design and plan a custom system.

Introduction

Once an organization's information system needs are understood through developing a *needs assessment* and *functional specifications*, it is time to take the next step toward implementation: *Preparing the information management system plan.*

Often the system plan is complex, involving different processes for various aspects of informational resources. Differing approaches are needed for each of the following contrasting situations: digital and paper, retrospective versus contemporary, maps compared to books or media, retention as opposed to culling, and archival versus short term, etc. The approaches vary in terms of technologies, time involved, expense, expertise, your prior experience with them and other factors. As a consequence of the many dimensions involved, the actual operation of the overall implementation process may seem chaotic, but as long as the followed plan is logical, it will not be chaotic.

Starting a Plan

It is useful to keep several things in mind in regard to planning. First, be sure that the targeted level of system performance is at the level that your organization wants and is ready to pay for. Do not plan a Cadillac system when a Chevy will do. Second, be cognizant of management's schedule and design the plan to meet their expectations and timeline, or work with them to make their expectations more realistic. Third, build in flexibility since some aspects will go smoothly and others will falter for a time. Fourth, involve the organization's management and staff in the process as you go along. And fifth, do not expect to be treated like a hero, as it's not likely; people tend to resist change.

Tasking

Begin designing a plan by thinking about the separate projects that need to be done in order to bring the system to fruition. Take the different system components and functional specifications and organize them into logical quasi-independent projects. Develop lists of broad tasks for each project and then visualize the necessary steps within each task as subtasks. Consult with colleagues and vendors and potential users for their insights.

Subtasking

The need for subtasks is critical because by visualizing much of the detail, the level of effort becomes clear. For example, suppose the task is to install a new scanner in the organization to start scanning all incoming and outgoing correspondence. The scanner is not just bought from the local store, plugged in and all is well.

A more realistic planned process is:

- o Plan what to do with the new electronic documents as well as the residual paper documents that were scanned, and whether everyone appropriate is prepared to utilize the documents in the resultant digital file format. As a part of this process, it is necessary to:

Ramblings continues on next page

Ramblings continues...

- o Work out a preliminary electronic filing system including storage and file routing.
- o Plan what to do with the old paper documents.
- o Determine what needs to be done to make the scanned documents usable.
- o Figure out where the scanner will ultimately be located.
- o Explore the different types of scanners and their attributes: software, speed, cost, reliability, size of documents accommodated, etc.
- o Refine the list of your organization's scanning needs, match them to the attributes and choose a scanner.
- o Purchase the scanner/software and use it yourself as a part of one of your many tasks to become thoroughly familiar with it and recognize whether it will do the job; exchange it if it won't.
- o Through your own experience and in talking with the ultimate users, work out a protocol for document handling vis-à-vis scanning and try it out.
- o Now that the bugs are worked out, train the staff who will be using it.
- o Relinquish the scanner to the users.
- o Monitor the process, modifying procedures if necessary.

Thus, what may have appeared to be a relatively simple task is actually quite complex and involves several subtasks and potential linkages to other projects, including the electronic and paper filing systems, space planning, staff responsibilities and usability assurance.

Assuring Adequate Plan Detail

Perhaps the most difficult part is ascertaining adequate detail for the many tasks and subtasks. Review the following list to see what you might have forgotten to include:

Inputs

Each project and task has certain inputs which must be accounted for in the list of tasks and subtasks:

- o Equipment, hardware and software: which may need to be justified / budgeted/ arranged for / purchased / installed / tested
- o Information resources: which generally need to be stored / organized / made accessible / monitored / added to / culled
- o Staff: which may need to be trained / utilized / supervised
- o Expertise: which may be called upon, including yours

Outputs

Remember that each task has to be carried to a logical conclusion via the subtasks; for example, you should not plan to cull a collection without a subtask concerning what to do with the output culled materials and how to do it. Similarly, you don't want to scan a set of documents and have no plan for where they (both paper and digital) are to go for routing and storage.

General Categories

In addition to looking at inputs and outputs, one can review the tasks and subtasks to be sure that each of the following has been considered. Each subtask will generally involve at least one of these aspects and will likely involve several:

Initiating

Backgrounding/Researching/Learning

Planning/Designing

Evaluating/Deciding

Budgeting/Scheduling

Ramblings continues on next page

Ramblings continues...

Staffing/Outsourcing
Space Planning/Facilities Planning
Approvals/Licensing
Ordering/Purchasing
Programming/Beta Testing
Testing/Prototyping
Organizing/Reorganizing/Migrating
Setting Up
Communicating/Training/Demonstrating
Classifying/Cataloging
Building Tools/Procedures/Protocols/Conventions
Culling/Weeding/Cleaning Up/Rearranging
Quality Control/Quality Assurance
Record Keeping/Documenting/Reporting
Handing Off/Conveying to Others
Monitoring/Compliance Checking
Closing/Closure

Scheduling and Phasing

As the list of projects, tasks and subtasks gets more lengthy, their interrelationships become more complex, but eventually a pattern evolves. You may want to use project management software or Gantt charts to help lay out the plan.

Now look the tasks and subtasks over to determine what the linkages are between them. Consider how the knowledge gained from one task could, or is essential to, support you in doing another. It will gradually become clear what is best done first, second and so forth. Concurrent tasks and subtasks are totally acceptable. It can be best to divide the implementation into a few phases to assist scheduling. Phases help one to see logical breaks in the action and budget.

Benchmarks

Use benchmarks to promote your sense of accomplishment and to demonstrate progress to management. However, benchmarks do not have to coincide with the ending of a phase. Regardless, be sure to document your progress to the stakeholders and yourself.

Conclusion

By the time the plan is being prepared, all the stakeholders are probably ready for action. But take the time to plan carefully. Expect to deviate from the plan now and then; the implementation path will be full of surprises. It is also acceptable to plan some details later. For example, the author prefers to plan Phase I in detailed subtasks, while holding off to near the end of Phase I to plan the Phase II subtasks. This provides the opportunity to learn first.

This has been the fifth in a series; subsequent articles will address:

- (1) System Implementation.
- (2) The need for and some method for demonstrating a Return on Investment (ROI) in justifying a library or an information management system.
- (3) Case study examples that illustrate problems and successes in needs assessment and system implementation.

Dan Holmes (dholmes@sierranevada.org) is owner of Great Circle Information Services, which provides library and environmental consulting. His services include library needs assessment, library systems planning, and implementation. With 18 years in academia and 16 years as a consultant involved with environmental consulting firms, solving their library and document management needs is a passion. He gives special thanks to Terry Richards for her insights and editing.

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TOUR OF THE FEDERAL RESERVE BANK OF SAN FRANCISCO RESEARCH LIBRARY AND FED CENTER

*By Sandy Malloy
SLA-SF President-Elect*

Tim DeWolf (pictured to the right) was a genial and informative host to 51 SLA-SF members during a March 25 tour of the San Francisco office of the Federal Reserve Bank, headquarters of the Twelfth District of the Federal Reserve system, which serves the nine western states plus various U.S. territories. In addition to visiting the library, of which DeWolf is the manager, we had the opportunity to see a number of interactive displays designed to make the business of monetary policy more concrete (plus a cool piggy bank collection!). Library staff members Diane Rosenberger, Kan Kin and Pat Rea also served as hosts and information sources for the tour.



*Tim DeWolf speaks to members.
Photo by Anne Hall*

DeWolf explained the role of "The Fed" as we gathered in the currency room, which houses samples of U.S. paper money dating back to the Revolutionary War. Very briefly, the responsibility of the system is to provide responsible stewardship of the public treasury. Its duties involve clearing checks (although this function is diminishing along with the use of checks in the U.S.); distributing cash; regulating some banks, including a number of small community banks; and setting interest rates.

Research Library and Archivist Pat Rea (pictured below) explained some of the history of the Fed, including the role of the San Francisco office in keeping records of Japanese internees' possessions. She is now involved in an oral history project, talking to retired Federal Reserve employees. Currently, archival information is on the library's intranet but is not available to the public.

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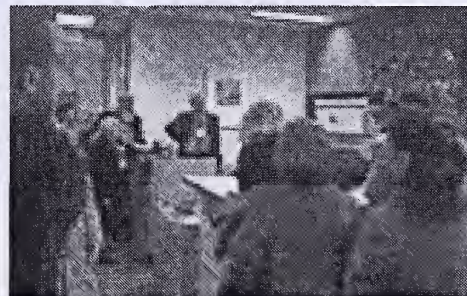
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The library reports to the public information department and, as such, is key to transparency in the system. They not only serve the institution, especially the economic research department, but the general public as well. That mission was apparent as we looked at the bank's excellent web site (www.frbsf.org), which includes consumer financial information and even a community development area. In addition to the archives, the library's intranet has a Factiva-powered daily news service that is popular with the FRBSF staff. (Speaking of staff, the library has 4 librarians and 3 library assistants.)

DeWolf also noted that the library is in the process of transforming itself into a friendlier space for the modern visitor (less reference desk, more latte space).

It was a fun tour, which put much of today's economic news into context and encouraged at least one of us to come back and play with the interactive exhibits more.



Members listen to Pat Rea's presentation.

SLA-SF APRIL NEIGHBORHOOD DINNERS

Throughout the month of April, several neighborhood dinners were held in the Bay Area. In case you missed your local gathering, the hosts of some of these dinners were gracious enough to write up summaries of who attended, what happened and more. Enjoy!

Berkeley (April 9)

Thirteen SLA-SF members met at Berkeley's well-known Zatar Restaurant. Zatar, or sometimes Za'atar, named for a mixture of spices of Middle Eastern origins served as a condiment, offers an amazing environment to stimulate conversation and thinking — from its leather menu covers from Morocco and table tiles from Portugal to the chandeliers from Damascus, we were truly engulfed in a colorful and beautiful environment for stimulating networking — flowing wine and beer didn't hinder the cause either. Barbara Janis, chapter president (channeling her Berkeley roots), joined the group for dinner. Many connections were made, networking was accomplished, and e-mail addresses were exchanged, and were later followed-up by LinkedIn invitations. About a quarter of the participants were able to walk home from the dinner, further enhancing the community aspect of the event. Great company, food and conversation made the event enjoyable and productive. To borrow a local company's tag line, "Nobody Beats Berkeley."

-Howard Fuller

Peninsula/Palo Alto (April 14)

I met with four other librarians at Illusions on California Ave. for an evening of Mediterranean food and library conversation. According to our sponsor (and my reference professor from SJSU's SLIS) Mary Beth Train, who is with the Peninsula Library System, "we talked about our experiences of marketing with those who use the library (especially in law and engineering firms), researching government documents, tracing a key provision in a regulation, solo library versus staffed library experience, contractor tips, Second Life, and more".

I met the program director for the San Andreas chapter, Patricia Parsons, which was a treat. We compared notes on the differences between events in the north and south chapters. The consensus impression was that the San Andreas chapter events are less formal. Patricia said to "check out the chapter blog that is being maintained by our bulletin editorial team. The blog has replaced our newsletter/bulletin: <http://sla-divisions.typepad.com/sanandreas/>. Notice the blog is part of a web site that also offers useful links to calendars, job listings, etc." Their next event sounded interesting. The Solo Librarians group was planning to tour NASA on May 7.

We were also joined by Linda Yamamoto from Stanford (who keeps our SLA-SF discussion list and reflector under control). She told us about the changes coming to Stanford's library system in the next few years. And last, but certainly not least, we were joined by Rose Adams from Latham & Watkins. She and I compared notes on being law librarians. Since Rose had been an academic librarian at Stanford, it was interesting to hear how her career has developed. She and Linda were also able to fill each other in on all the latest news with the Stanford library. A great evening was had.

-Cynthia Berglez

Mission/Bernal Heights (April 14)

This neighborhood dinner was my first event with the San Francisco Bay Chapter and I was worried no one would show up on a Monday night. I am happy to report that we had a lovely group at Luna Park on Valencia Street: Cynthia Matano (CA Department of Justice, Office of the Attorney General), Jo Falcon (Exploratorium Learning Commons), David Grossman (History Room, Mill Valley Public Library), Betsy Fowler, Diane T Sands (San Francisco State University/CSU East Bay and our Chapter Secretary) and me (California Academy of Sciences).

To my delight we also had two students from the School of Library & Information Science at San Jose State University: Greg Borman and Ciaran Essex. They were curious and enthusiastic, and we spent a good deal of time discussing SLA and special librarianship in general — in other words, lobbying them to join SLA. In turn, we pressed the students for information on job prospects, life in the MLIS program, and the best ways to promote jobs and internship opportunities to the



From left to right: David Grossman, Diane T Sands, Cynthia Matano, Ciaran Essex, Greg Borman, Betsy Fowler (Jo Falcon & Becky Morin not pictured)

Photo courtesy of Becky Morin

Neighborhood continues on next page

Neighborhood continues...

students of SLIS. Several of us expressed interest in working with students who will be entering the new Master of Archives and Records Administration program in Fall 2008.

We discussed some business (Who has a good collection development policy? Which database platforms do you use? What kind of patrons do you work with?), but it was mostly a great chance to get to know each other and recruit those students!

-Becky Morin

Daly City (April 15)

Ginny Woodis (Boston Consulting), Jaye Lapachet (Coblentz, Patch, Duffy & Bass LLP), Alan D'Souza (SFPL, Dominican, et al.), Michele Alaniz (Califa) and Cynthia Berglez (Manatt Phelps) met at Boulevard Cafe. This was the second neighborhood dinner hosted by Jaye and Ginny at this location. The group was in time for happy hour-priced drinks and the early bird specials. Several last-minute cancellations didn't dampen the event. Jaye and Ginny were excited to increase the number of participants by 20% from last year and hope for more participation next year.

The conversation was constant and wide-ranging. As usual, when getting a group of librarians together, it is inevitably a group of interesting people. We went around the table and told about our jobs, families and hobbies. One theme was arts and crafts. Alan enjoys going to galleries in his free time and doesn't get enough time to work on his sculptures. Jaye and Michele will set up an exchange so Michele can learn to quilt and Jaye can learn to cast on and cast off a knitting project. Ginny is helping her mom go through her knitting stash by knitting mindless, easy projects. Cynthia also knits and started a discussion on afghans for Afghans (<http://www.afghansforafghans.org/>), which Michele has also worked on. Alan wants to learn to knit wire, so we envision a Librarians' Craft Night in our future.

Cynthia's hobby is collecting maps and she has maps from the Age of Exploration specific to the Pacific Rim and told us about a recent acquisition from Peru. She and her husband go to other cities and work with dealers to find the maps they want. We asked if she had map drawers (what librarian wouldn't want map drawers?), but Cynthia frames all the maps and hangs them up. In the course of this discussion, since we had all seen the articles on people slicing maps out of books, we also talked about how she knew she wasn't buying stolen maps.

Cynthia, Alan and Michele met during their master's studies at SJSU, from which they all graduated in 2006. Alan is currently working at four different jobs in various public and academic

libraries. He spent 14 years working his way up through the SFPL system and wanted to branch out and get different experiences.

There was talk about the profession, expectations in different settings (law firms, academic and public) and how librarians' roles are changing — more focus on teaching information literacy to clients regardless of where we work; public libraries wanting all librarians to have not only adult reference or community outreach skills but also be able to put on a puppet show or a children's story hour; being able to work from home sometimes, for some of us.

Jaye and Michele had a lively discussion about private schools, as Michele will have to soon start looking at where she will send her now 3-year-old daughter. Ginny collected some excellent children's book titles for gift ideas for the toddlers in her life from Michele and Alan, and learned about a service through Alameda County Public Libraries that will help her biography book-club members in the East Bay obtain more copies of the biographies they are reading.

All in all, it was a great dinner and everyone had a good time, though we were so busy discussing our careers and interests that we never did find out how everyone liked the food.

-Jaye Lapachet and Ginny Woodis



From left to right: Michele Alaniz, Cynthia Berglez, Alan D'Souza, Ginny Woodis, Jaye Lapachet
Photo courtesy of Jaye Lapachet

San Leandro/Hayward (April 15)

A good and delicious time was had by all at the San Leandro/Hayward neighborhood dinner. The group included Sandy Malloy, Richard and Susan Geiger, Claudia Cohen, Deb Hunt, David Grossman and Marlene Vogelsang. Dinner conversation ranged from Association plans for Web 2.0 training, chapter plans for a new members' social, Seattle conference activities, travel and leisure, and baseball (with this group, you **know** baseball would be discussed!)

-Marlene Vogelsang

Neighborhood continues on next page

Neighborhood continues...

San Francisco/Castro (April 16)

This neighborhood dinner was hosted at the Thai House Express at 19th and Castro for the second year in a row. Arrangements were made by Wess-John Murdough (Krames Health & Safety) and Mark Mackler (State of California Attorney General's office in San Francisco). The following people attended: Jason Gonzales (Krames Health & Safety), Craig Cruz (Krames Health & Safety), Cynthia Matano (State of California, Attorney General's office), Terry Huwe (UC Institute for Research on Labor and Employment), Ari Kleiman (on the job hunt), Cynthia Berglez (Manatt, Phelps & Phillips), Lori Ruth (Winston & Strawn) and Becky Morin (California Academy of Sciences).

Although there were a few last-minute cancellations, the size of the group was just right. We got an update on the job market from Ari and he shared an interesting experience interviewing with SFPL. Becky reported on the progress of the California Academy's move to its new building and she is looking forward to its opening this Fall. There was also a heated discussion about the reference interview process through IM versus in person. The group also tried to think of possible speakers for future SLA events. Names that surfaced included Lawrence Lessig, Chip and Dan Heath (authors of *Made to Stick*) and Phil Bronstein of the *Chronicle* (and previously at the *Examiner*). Everyone had a great time and we are ready for the next neighborhood dinner!

-Wess Murdough

Fillmore/Pacific Heights/"The Hills"/Western Addition, San Francisco (April 16)

This neighborhood dinner meeting was held at the Bell Tower Restaurant. Though we were a small group, we were fortunate to have both our SLA-SF President and Treasurer in attendance: Barbara Janis, librarian at the Presidio and Mimi Calter, administrative librarian at Stanford, respectively. Filling out the table were Mary Burns-Keba, librarian at the Bay Area Air Quality Management District, and Maureen Perry, an attorney currently finishing up her library degree at San Jose State. In spite of the noise from happy hour, we managed to have great discussions about copyright, database vendors, ethics, rare books and even current college admission policies. If you are a high school student with a 4.0 GPA and perfect scores on the SAT, you still might not get into Stanford! Barbara and I got into our New York City roots and dug to find anyone we knew in common from our Catholic school days. Maureen entertained us with tales of the modern library science program — much more distance learning than we would have thought. Cards were

exchanged and professional friendships formed — a perfect evening out for four SF librarians!

-Mary Keba



From left to right: Mimi Calter, Mary Burns-Keba, Barbara Janis, Maureen Perry

Photo courtesy of Mary Keba

North Oakland/Rockridge (April 16)

I like the annual tradition of neighborhood SLA dinners. It is always a fine meal at a local restaurant with lively company. Seven of us omnivore librarians met for dinner at Nan Yang, a Burmese restaurant on College Avenue in Oakland.

Perhaps you are wondering what Burmese food is like. For one thing, it is delicious. If you know the flavors of India, Indonesia or China, then you are on your way. We ate 5-spice grilled chicken, lamb curry, sweet-spicy prawns, dry-curried smoked eggplant, garlic noodles with sliced pork and eight-treasure bean curd. The restaurant treated all these dishes with a light, fresh touch. Another special touch at Nan Yang is that they serve an unusual rice combination plate with four mounds of red, black, brown and coconut rice. We pretty much polished off every bite of everything.

During the food courses, we passed around and examined many interesting topics: the power of global positioning systems, chocolate, Bay Area transit systems, law libraries, bike rides, how the mind processes information, how it doesn't (misdirection and other techniques of magicians and con artists), Bay Area architectural history, SLA's green conference initiative, the social networking dynamics of LinkedIn, magazines and the future of print. As Terry Richards said, it was like a play with numerous curtain calls. Each time we thought it might be time to go, another idea would come out for a bow.

We've shared our speaker suggestions with Rochelle Richardson, chair of the chapter events committee. Each person at our table had a connection to a good potential speaker, so you may see some of our influence in the coming

Neighborhood continues on next page

Neighborhood continues...

year. My delightful companions were Terry Richards, Cynthia Eastman, Dan Holmes, Julie Tunnell, Rosemary Hardy and Georgine O'Connor.

-Chris Orr

Danville (April 17)

Kudos to Terry Richards for hosting the Danville SLA Dinner. For some attendees, this was the first time in seven years that they had participated in an SLA event. The western-style town of Danville, located between Walnut Creek and Dublin on I-680, was a convenient location for those who work at Lawrence Livermore National Laboratory, those who live or work in Walnut Creek and for the three people who live in Danville, as well as the one member from Dublin.

The attendees were Sara Crew-Noble (Valent U.S.A. Corporation), Elyse Eisner (Taylor & Associates), Richard K. Hunt, Alice Sullivan and Xiaorong Zhang (all librarians from Lawrence Livermore National Laboratory), Ken Noble (Crew-Noble Information Services, Inc.), Terry Richards (Folger Levin & Kahn LLP) and Donna Scott (Intern at the Water Resources Center Archive). The location was really appreciated by the folks who attended.

It was great to see old SLA members reconnect after such a long hiatus. Some had not seen each other in many years. Several members were concerned that there might be some downsizing at the Livermore Laboratory that would affect the library. However, it was especially great to hear Sara Crew-Noble share with us that she now holds her "dream job."

The dinner conversation was congenial and interesting, and everyone played a part in making the evening a thoroughly enjoyable one. The atmosphere and food at the Italian restaurant Basil Leaf Café was, as always, memorable.

-Donna Scott

Lower Haight, San Francisco (April 17)

Heather Gamberg, Sharlene Siegel, and Eric Montes met at the new Iraqi restaurant in the Lower Haight called Baghdad Nights. They shared a few dishes and learned that even though they're in three different fields — business research, law librarianship, and digital assets management — they face many of the same challenges. It just goes to show you that we librarians have a lot in common and can learn from each other's varied experiences.

-Heather Gamberg

Mill Valley (April 17)

A small group of SLA members, including our illustrious Chapter President, enjoyed a delicious dinner, great conversation and "Marriage Italian Style", a classic story of love and deception, shown on the big screen at Piazza D'Angelo in Mill Valley during neighborhood dinner week.

-David Grossman

San Mateo (April 18)

We had a small gathering at Joy Luck Place in downtown San Mateo and sampled some wonderful shrimp rolls, hot and sour soup and chicken and beef dishes. Our group chatted about a variety of resources, including the pitfalls of relying too heavily on Wikipedia, navigating Second Life and how the library science curriculum has changed through the use of distance education. Thank you all for attending!

-Jane Ibl

Marin/Sonoma (April 30)

Seventeen of us enjoyed conversation and good food at Insalata's in San Anselmo on Wednesday, April 30. And before dinner, eleven of us enjoyed visiting the nearby San Francisco Theological Seminary library, hearing about its history, seeing some of its unexpected treasures and reveling in the views from the front steps. Thanks to Mary Moore and Mike Peterson for hosting.

Congratulations to attendees Gabor Por and Gretchen Emmert, who recently completed their MLIS degrees as University of Washington distance students. The group will probably next meet for dinner on Thursday, July 31, in Santa Rosa or Petaluma.

-Diane Rosenberger



Sketch by Diane T Sands



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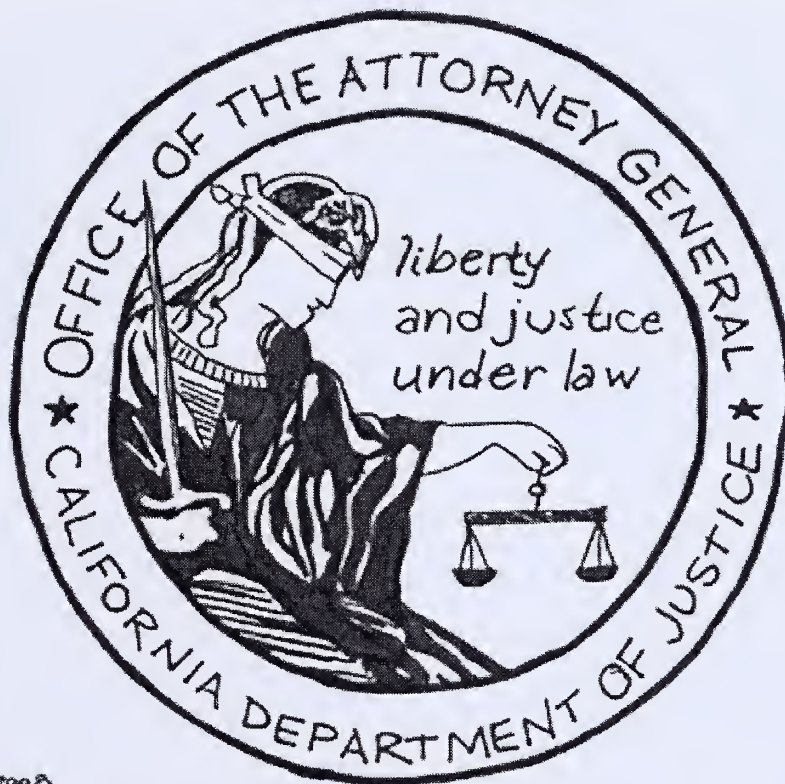
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— PETER CLINCH —

INTEGRATING HEALTHCARE AND LAW IN BUSINESS: A SOLO MEDICAL MALPRACTICE LIBRARY

By Jan Keiser, MLS



Since October 2002, I have managed the Corporate Resource Center (CRC) for NORCAL Mutual Insurance Co., a medical malpractice insurance company in San Francisco — a mutual owned by the policyholders. NORCAL has approximately 200 employees, of which the majority are in San Francisco and Pasadena. The remainder are in Rhode Island, Alaska and Pennsylvania. Until 2002, I supervised staff in multiple libraries for large publicly owned corporations. In between these positions, I also ran my own research business for three years. None of this past experience, which I had thought to be vast, prepared me to operate a “solo” library.

I provide research for several different disciplines (attorneys, risk managers, claims investigators, underwriters, HR, marketing and sales staff, board of directors) in four states. While I am organizationally part of the legal department, the CRC is truly a solo operation. I could go out to my car with a phone and a laptop and produce a similar product!

Many of my gripes are those of any researcher: not enough time in a work day, not enough budget, no additional clerical help for administrative work, clients who don't understand how you work, and overall, no time for the added value — the professional look and feel. But after five years I am very clear about the advantages to operating the CRC solo. In this role I am free to create a product or service the best way I can, and if it doesn't work out I can change it quickly. When business is slow, I can introduce a new marketing strategy. Whatever the problem might be, only I am accountable. When things are running well, there is a satisfying sense of ownership. Finally, there are no staff to supervise, which means there are no performance evaluations or uncomfortable disciplinary actions to perform.

As any solo librarian can tell you, there are definite disadvantages as well. A solo has to do it all alone (as you might have guessed). When I began working at NORCAL, I couldn't remember how to catalog materials, shelve materials or even order library supplies. After I accepted the position, I went home and dug out old textbooks beginning with the basics: volumes such as *The Organization of Information*, *The Basic Business Library* and the *Gaylord Library Supply Catalog*. I was a spoiled and pampered former director who had enjoyed having a staff of excellent library technicians. While there is that keen sense of ownership, there can be a sense of loneliness. Sometimes you look at other department teams and feel slightly left out. Working a solo gig means that no one really understands what tools you might need or even what you do. There can be a lack of team purpose (no team), so self-motivation is required every day. Many filing and administrative duties normally shared with other workers don't get done unless you work on some Saturdays or evenings.

I miss the camaraderie. There is no one to celebrate with when a true informational nugget is revealed. Some requests can only be appreciated by another information junkie-detective. For example, finding competitive information on the use of a sealing product used for placing a cardiac catheter in a patient's chest, or having a South African listserve colleague find and fax an article from a 1975 South African hematology journal that one of the board members needs in an hour. Without other brains around, I rely on listservs and the information products I subscribe to. My position requires that I monitor trends in aspects of malpractice, both medical and legal. As an example, some of the areas in the medical malpractice industry I follow are ambulatory surgery centers, ancillary services provided by physicians, off-label prescription use, patient safety and medical error, pharmaceutical industry trends, medical tourism and more — the list is endless, but this is also why the position is so fascinating.

When I joined this company I was asked to “roll it all out to the desktop.” This was a common mantra in 2002. Many of us knew it couldn't be managed without additional budget — digital information was never less expensive. In 2008, the electronic services the CRC budget allows are available only to my desktop. These services include California Medical Association's product, OnCall.com, EBSCO's Business Database, Medical Images product and DynaMed database,

Integrating Healthcare continues on next page

Integrating Healthcare continues...

Elsevier's MD Consult Database, Up-To-Date clinical database, Thomson's Lexis/Nexis, EBSCO's subscription management for various medical journals, legal serials and general business journals, and a subscription to the Copyright Clearinghouse Center for copyright permission to the full-text I purchase.

In marketing to the disparate clients at NORCAL, I have made several attempts at developing a current awareness product and have settled on something called "*Headlines of Interest*." This is an electronic document with subject categories including annotated citations from all the material that crosses my desk. I also include web sites of interest and any new print products that arrive. The goal is to offer to every department at least one journal article that is irresistible. I try to publish *Headlines* about every six weeks. The reader then e-mails the CRC for information about where to find the full-text of the article. I like this method because it quantifies the service and gives me an idea of which departments I may not be reaching. I also publish a couple of similar, but specifically customized, documents by special request. One group is interested in the hospital market in Southern California. I appear at staff meetings when I can get a place on the agenda. I try to offer the audience something brand new rather than the usual "capabilities presentation." I meet with all new employees and I follow up with them after 90 days.

The solo operator must have an inordinate amount of reading time to keep up. I subscribe to every publication that is free and many that are not. I also belong to several listservs. A partial list would include Medlib, BusinessLib, various MedMal blogs, National Patient Safety and JCAHO listservs. I also subscribe to newsletters including ECRI, CA Health line, American Health Line, VirtualChase, AM Best, Connings Research, InfoMINE, Outsell, ResearchBUZZ, SLA, ALA and MLA, and receive daily alerts and updates from Nexis, Lexis, Google, Healthleaders, GAO, DocuTick, Price's ResearchShelf, NY Times, WSJ, San Francisco Chronicle, Los Angeles Times and PIAA — whew! Naturally I can't read them all each day but it is very helpful to be able to plow through these e-mails when I need something specific.

The print publications subscribed to are Legal and Insurance serials from Thomson West and Matthew Bender. Both West and Deering's California law remain on the shelves, but users access the law on the Internet — I use Lexis. The CRC maintains a separate website on the NORCAL Intranet that provides interested users with links to different business and law sites for those states NORCAL operates in: California, Alaska, Rhode Island and Pennsylvania (which is a subsidiary, not a branch). The medical textbooks are also still ordered in print, but the physicians also utilize Up-to-Date, and EBSCO's DynaMed Clinical database is made available to all from the CRC website.

I am fortunate that there is a budget to travel to a couple of conferences each year. I try to be active on listservs, active in associations (I haven't had time), and schedule near-constant reading and preparation. I also talk to people in my company — often it's a hallway conversation. During these conversations I learn more about an individual's job, sometimes discovering a gap in information that can be filled. Sometimes a conversation is important only so this person knows who I am and understands I'm approachable.

Going solo has been a liberating career change. I report to an intelligent, thoughtful manager who is also extremely busy, and her hands-off management style works for both of us. NORCAL employs some really gifted people and I enjoy working in a private company without having to worry about the stock price. There will always be ideas I don't have time to implement, and salary will always be an issue in our field, but I am satisfied with most aspects of this solo position.



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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak
Mosaic Columnist

A New Job For a New Graduate

Xequina Berber has a new job as solo librarian at Western Career College in Emeryville. Although she had lots of experience as a paraprofessional, she finds this position to be completely different and much more complicated. The college has about 170 students and over 1,000 books. Currently, she is challenged by weeding and cataloging duties. She noted that the job was briefly posted online during the holidays, a time when many people suspend their job searches. Congratulations, Xequina. Her contact info is: xequina@hotmail.com

"Librarians ... Your Guide at an Information Crossroads"

The above is the title of an article written by **Jaye Lapachet**, library services manager at Coblenz Patch Duffy & Bass LLP and **Camille Reynolds**, research and information services director at Nossaman Guthner Knox & Elliott LLP. It was published in the Spring 2008 Legal Pro supplement of The Recorder (March 17, pages 10-11), a local legal newspaper, and discusses the benefits librarians bring to law firms and companies. Jaye has published and collaborated on other articles. Her contact info is: jhl@cpdb.com

News and Congratulations

In January, **Praveena Raman** joined Elan Pharmaceuticals as information specialist in their Analysis and Information Management Services group. Prior to joining Elan, she was a senior information specialist at Genentech, Inc. Elan is a neuroscience-based biotechnology company that discovers, develops, manufactures and markets advanced therapies in neurology, autoimmune diseases and severe pain. Also in January, Praveena was appointed a member of SLA's Emergency Preparedness and Recovery Advisory Council for 2008-09. Previously, she served on the IPANDA Taskforce and co-ed and co-authored the SLA Crisis Action Plan. Contact her at praveena.raman@elan.com

Notes from the Mosaic editor:

- Last Thursday, upon arriving at Alameda's Free Library (main) I was surprised by a bright yellow banner advertising the "Wood Museum of History." I walked up to the second floor, where I work part-time at the reference desk. To my amazement, I found an extensive exhibit of colorful art projects throughout the entire second floor, depicting various eras of history, created by the students of Wood Middle School. There were dioramas, costumes, shields, tools and weapons, and models of buildings and other structures from Asian, European and diverse native cultures displayed on bookshelves, walls, floors and stands located alongside the windows. Not only was it visually striking, the professional signage with descriptions and students' names showed amazing dedication and organization. This project was managed by Nancy Ely, teacher and curator at Wood Middle School, and is a testament to the creative collaborations that are possible in libraries.
- In May, I will finish my two-year term as Alameda's representative to the system advisory board of the Bay Area Library and Information System (BALIS). Any member residing in the city of Alameda interested in serving can contact me at the e-mail address below or Jane Chisaki (Alameda library director) at jchisaki@ci.alameda.ca.us for more information.
- Have you seen the "Free2" ad campaign on buses and in public libraries? It is an 18-month marketing project of Bay Area libraries and will include special events and promotional activities at 165 library sites in San Francisco, San Mateo, Santa Clara, Alameda and Contra Costa counties. For more information, see <http://wearefree2.org/>

This effort is an opportunity for libraries to invite dialogue about how they can continue growing, improving and meeting the challenges of its patrons, to paraphrase Luis Herrera, San Francisco City librarian and Free2 spokesperson. I hope you will get involved and encourage your neighbors and friends to visit the library.

Please send me news at: rkozaklewis@yahoo.com. Without your news, there is no Mosaic column. Thanks.

Upcoming SLA-SF Events

Dinner Meeting

Date/Time: Wednesday, June 25, 2008 / 5:30 to 8:30 pm

Location: The Jazz School, 2087 Addison St., Berkeley

Speaker: G. Donald Bain, Director, Geography Computing Facility, U.C. Berkeley

Topic: The history of representing landscapes, beginning with the 360° panoramas installed in rooms (only a few survive today), moving on to traditional wide panoramic photos, and then the new possibilities offered by the digital era, including the cylindrical and "up and down" panos that he is currently working on.

Tour of the Internet Archive

Date: Tuesday, July 15, 2008

Location: 116 Sheridan Avenue, The Presidio, San Francisco, CA 94129

New Member Reception

Date/Time: Tuesday, July 22, 2008 / 5 to 7 pm, pending venue confirmation

Details: Free to new members, library school students and not-so-new members who bring one or more prospective members as guests; \$10 for all others. See what SLA can do for you, and indulge in the time honored tradition of "Life is Short: Eat Dessert First."

Details will be on the Chapter calendar page and announced on the discussion list soon.

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Calendar events are updated
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Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See page 3.

Please select your area of interest(s) and fill in your contact information:

Administration

- ☐ Archives: Maintains historically important Chapter documents
- ☐ Finance: Prepares Chapter annual budget and mid-year reports
- ☐ Nominating: Solicits and selects candidates to serve on SLA-SF committees
- ☐ Strategic Planning: Directs long-range chapter planning

Communication

- ☐ Bayline: Contributes or edits articles for the chapter newsletter
- ☐ Networking: Information liaison with other organizations
- ☐ Mailing: Coordinates Chapter mailings
- ☐ Web Site: Develops and maintains chapter Web site

Events

- ☐ Hospitality: Selects locations and arranges dinner meetings
- ☐ Tours: Organizes visits to libraries and related organizations
- ☐ Professional Development: Organizes continuing education programs
- ☐ Programs: Selects topics/speakers, organizes meeting programs

Outreach

- ☐ Academic Relations: Coordinates Bay Area student activities and mentoring
- ☐ Government Relations: Monitors and reports on relevant legislation
- ☐ Vendor Relations: Solicits ads for chapter bulletin/coordinates vendors to support Chapter activities

Name: _____ Organization: _____

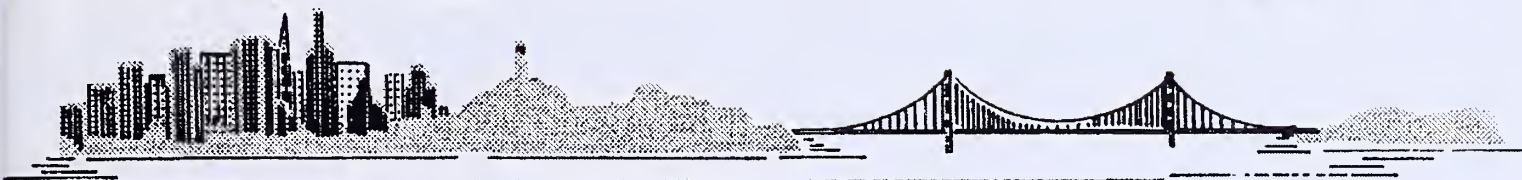
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TABLE OF CONTENTS

Article	Page
President's Message	2
Executive Board and Advisory Council Contact Information	3
Bayline Staff/Editor's Notes	4
Look Around With Don Bain: SLA-SF Dinner Meeting	5
SLA: Being Active in a Division	7
Fighting the Good Fight: SLA's Public Policy Office Provides Annual Update at Conference	9
Reference Librarian: Ebling Library, University of Wisconsin at Madison	12
Snapshots of the SLA Conference in Seattle	13
SLA in Seattle: Breaking Rules, Building Bridges	14
SLA-SF Tour of the Internet Archive	18
Mosaic: What's Happening with Our Members	19
Longtime Chapter Member Phyllis Anderson Waggoner Dies	20
Vendor/Advertising Information	21
Volunteer Opportunities	22

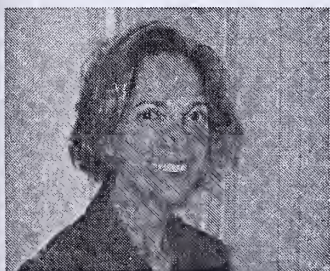


Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

August • September 2008
Volume 78 Number 4

PRESIDENT'S MESSAGE

By Barbara Janis



I am fresh from the Seattle conference and brimming with inspiration. President-Elect Sandy Malloy, Treasurer Mimi Calter and I joined over 5,000 other attendees in what proved to be the largest gathering of info pros in North America from six continents.

We attended SLA leadership sessions that promoted the tools and resources available from headquarters. Our Chapter promoted many of these resources at the July 22 new member reception, including Click University's ExecuBooks tools, news connections and Gary Price's Research Tool Box.

One of my favorite presentations in Seattle was the rousing musical and PowerPoint created and performed by our own Tim DeWolf and Richard Geiger. Deb Hunt encouraged this endeavor. When she saw the great job the guys did, she recommended featuring it at the Seattle conference. It truly got us laughing and tapping our feet. To the music of The Four Preps' "26 Miles (Santa Catalina)," Tim and Richard promoted the new learning tool 23 Things (<http://www.sla.org/innovate>). 23 Things is a way to learn about the new Web 2.0 tools by using the strategy of spending 15 minutes a day for 6 weeks to learn 23 techniques — something always on my agenda to do. I understand the song has hit the charts on YouTube. We are hoping to post it soon to our Chapter web site.

The 2009 Centennial was a big topic in Seattle. Elaborate plans are in the works to celebrate next year during the annual conference in Washington, DC. SLA has booked the lovely National Building Museum, just a few blocks from the convention hall and one of the sites of U.S. presidential inaugural balls. The Great Hall of the Library of Congress will be the venue for the awards reception.

As part of the Centennial preparations, SLA will be capturing members' stories via an oral history project entitled *Voices of SLA*, relating tales told by those with tons of experience to new members and everyone in between. Other ideas being explored are selling U.S. postage stamps with the SLA logo, encouraging Chapter units to offer state license plates with the SLA design to commemorate the 100th anniversary, and creating a sculptural history of SLA using the services of One of a Kind art studio (<http://www.oneofakindinc.com/>). If you would like to contribute ideas or content, please send a message to 100@sla.org.

Speaking of professional promotion, Dow Jones sponsored an SLA ad in the Wall Street Journal for several days in June. You can see it at <http://www.sla.org/PDFs/WSJ-SLAad.pdf>

Of course, this effort to articulate the profession's core values and communicate them to our base is in line with the goal of the Alignment Project, supported by Outsell, Andy Hines Social Technologies and Fleishman-Hillard. This collaborative team seeks to frame the mission, vision and core values of our profession by using brand-tracking studies, language workshops, conversations and social networks. It is not an easy task and I admit I am somewhat skeptical. They have been at it for over a year now and it still seems abstract. But, take a look at the SLA

President's Message continues on page 8

Special Libraries Association San Francisco Bay Region Chapter

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	Jobline [San Andreas 2008]		

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Copyright and submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

Editor's Notes

For those of you who attended the SLA conference in Seattle, I'm sure you'll agree with me that the weather was beautiful. In addition to attending various sessions and board meetings, I managed to squeeze in time to stroll down to the waterfront to enjoy the scenery. I hope that those of you who attended had as wonderful a time as I did! In this issue, I've gathered pictures that SLA-SF members Marlene Vogelsang and Praveena Raman took in Seattle on page 13. Enjoy!



Recaps of June and July SLA-SF events are also covered in this issue. Check out the dinner meeting, which featured Don Bain, on page 5. You can't miss Chris Orr's incredible photo of Bain and his panoramas. What an amazing shot! On page 18 readers will also find a summary of the recent SLA-SF tour of the Internet Archive.

I encourage readers to take a look at Rita Evans' article on how to become more involved in an SLA division on page 7 for some helpful advice and tips for those members wanting to be more active in the future. Anne Barker's article on SLA's Public Policy Office starting on page 9 is also worth taking a close look at. For an entertaining and informational read, see Praveena Raman's article about her experiences at SLA in Seattle starting on page 14.

As usual, I'm seeking contributors for the next issue, which will be our final issue for this year. This is your chance to submit an article and see your name in print! If you have anything interesting to say about libraries, librarianship or want to cover an interesting library-related conference or event, or just write about anything in general, please contact me with your ideas.

Contact: bayline_editor@yahoo.com

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Web site: www.sla.org/chapter/csfo/csfo.html

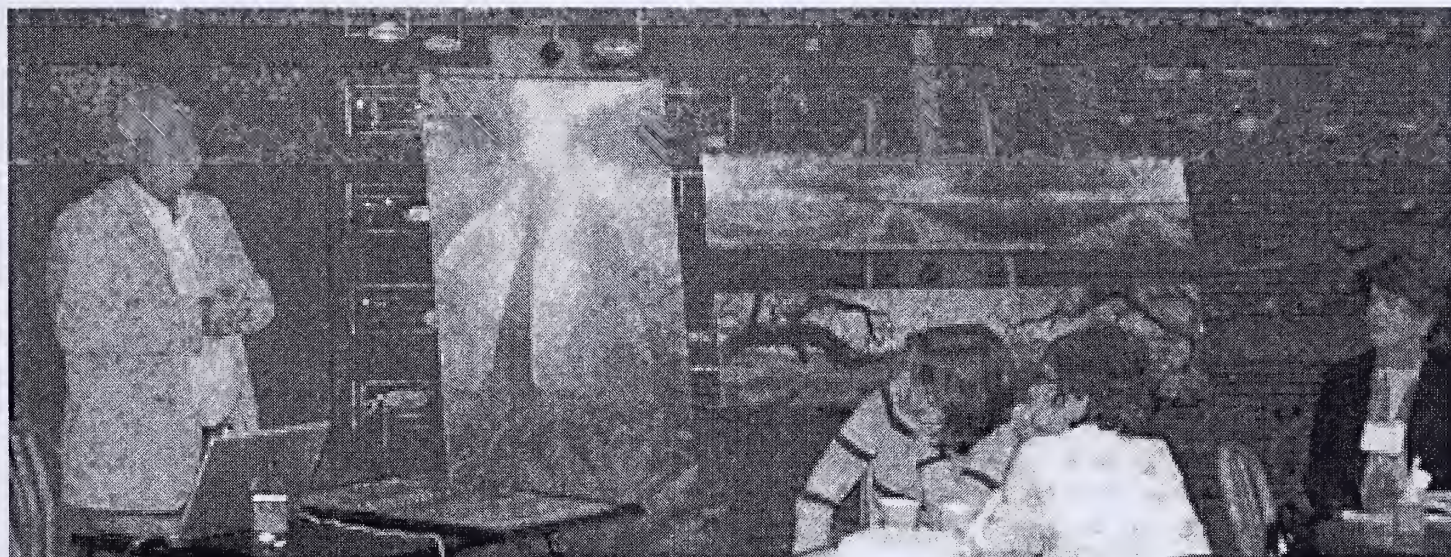
Jobline is now available on the SLA San Andreas Chapter web site, which is linked from:
www.sla.org/chapter/csfo/jobline/jobline.html

LOOK AROUND WITH DON BAIN: SLA-SF DINNER MEETING

By Cynthia Eastman

About 30 chapter members met at the Jazz School Café on Addison Street in Berkeley on June 25 to hear Don Bain speak about his panoramic photography. We enjoyed tasty box dinners in a cozy setting that most people probably would not discover on their own, since it is in the basement, albeit with high windows for watching the feet of passers by. Bain had a few of his panoramas displayed on easels (see below), as well as an album of additional work for perusing as we sipped wine and visited with colleagues.

Barbara Janis introduced Bain by saying this was in fact his next-to-last day on the job at the geography computing facility at UC Berkeley. He is beginning a new career as entrepreneur using his photography and web site. Bain then started his presentation with a few jaw-dropping examples. Let's just say that these are not your father's panoramas. These are virtual-reality panoramas, sometimes also referred to as cylindrical views or geographic imagery.



Don Bain talks about his beautifully displayed panoramas.

Photo by Chris Orr

Panoramic art goes back to the late 1700s, when panoramic paintings first appeared. Theaters-in-the-round with complete cylindrical paintings were another manifestation of this new "view." In the US, the Atlanta Cyclorama has been running since 1893 and features a panoramic painting of the Battle of Atlanta. These theaters were often done on a long strip of cloth and so were portable. They typically showed river voyages.

As cameras were developed, photographers experimented with panoramic shots. One of the most well-known examples is of San Francisco and was taken by Eadweard Muybridge. It is on display at the Wells Fargo History Museum. George Lawrence used kites and balloons to hoist his camera to obtain panoramic views. The clockwork-driven circuit camera was invented around 1900. It was able to do 360° but was used mostly for large group photos.

Fast forward to current technology of fish-eye lenses coupled with the right computers and software. When Don first started taking panoramic shots 14 years ago, he used film, which he then scanned. He learned to keep the exposure the same on all shots and then used Photoshop to even the images out. He now uses a program put out by Apple called QTVR (QuickTime Virtual Reality). With QTVR he is able to take individual images and project them like maps to find overlaps and smooth out breaks to get seamless images. Taking the shots takes a few minutes to an hour, while post-production usually takes another hour. Finished files range in size from 12MB to 280MB. According to Bain,

Look Around continues on next page

Look Around continues...

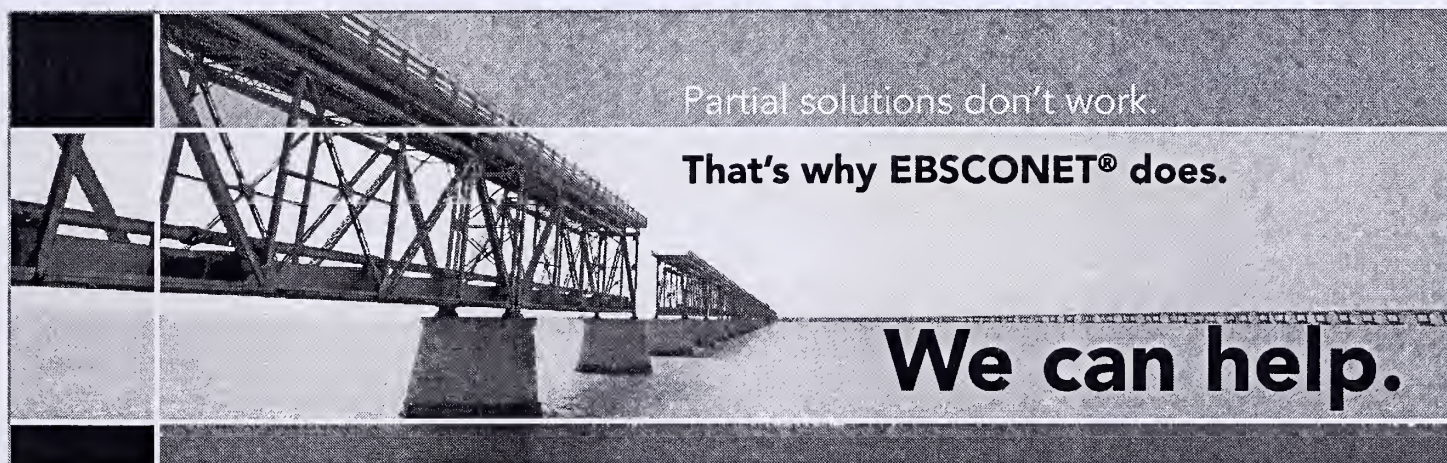
panoramic imagery is much better than single images for characterizing a place. It can be used to compress time, record climate and weather changes, and show a "slice of life." It is good for showing very tall objects and very wide objects.

Bain's next projects are two web sites. His Virtual Guidebooks (<http://virtualguidebooks.com>) cover over 5,000 sites in western North America. In addition to panoramic images of these places, he includes recommended books and movies for many of the areas. The images are arranged geographically, but users can also search by themes. The site requires QuickTime to view the images. The second web site is <http://worldwidepanorama.com>, which is maintained entirely by volunteers. It has no budget or staff. This site has 4,600 panoramas from over 900 photographers worldwide. Bain also plans to work on developing a collection of posters and fine art to sell. For those interested in learning how to do this, the web is the place to go. There are few books on the topic because the technology changes too rapidly.



*Attendees enjoy socializing at the SLA-SF dinner meeting.
Photo by Chris Orr*

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SLA: BEING ACTIVE IN A DIVISION

By Rita Evans

I enjoyed the presentation by Don Bain at the San Francisco Bay Region Chapter's dinner meeting on June 25. It was a pleasure, as always, to see old friends and learn who had taken a new job or a great trip. I also introduced myself to another transportation librarian whom I'd been wanting to meet. Why, then, was this the first chapter meeting I had attended in the past 12 months? And how could I still consider myself an active member when I hadn't played a role in the chapter in years?

When we join SLA, we're assigned a geographic affiliation — our chapter — and can choose a topic/functional affiliation — our division. While chapter affiliation provides entrée to dinner meetings, tours, a local newsletter and similar activities, a division affiliation links you to librarians in your discipline and to SLA's annual conference and its programming. My manager at my first job strongly encouraged me to get involved with the Pittsburgh Chapter and a couple of years later, I served on the board as treasurer. After moving to California, I quickly found a home in the SF Bay Region Chapter. I made wonderful contacts and served on and chaired a number of committees. I was the Bayline editor for three years and had the pleasure of serving as chapter president in the late '90s.

It was a career change in 2000 that prompted me to shift my focus from the SF Chapter to the Transportation Division. While I'd belonged to several divisions during my career, from Petroleum & Energy Resources to Library Management, and had even had a hand in the formation of the Solo Division, my primary focus had always been chapter activities. When I joined the Institute of Transportation Studies Library at UC Berkeley, however, I was encouraged to become active in SLA's Transportation Division and I redirected my energies.

Transportation is broad enough to have library practitioners in every state and throughout the world, and narrow enough to encompass a reasonably small number of libraries and librarians. The transportation library community is very active not only in SLA, but also within the Transportation Research Board. Most transportation librarians are not corporate librarians; almost all work for government or quasi-public agencies or in academia, but have found SLA to be the right fit as a professional association. I found a group of practitioners who were ready to provide advice to someone new to the discipline, and ready to embrace someone who had experience as an SLA volunteer.

Moving from the corporate sector to academia was also a big factor in my decision. Librarians at UC Berkeley are academic appointees and performance evaluations are based on criteria in addition to basic job responsibilities. If you're going to receive raises or promotions, it's not enough to be excellent at doing your job. Participating in a professional association in a leadership role is one way to meet those criteria. I was following in the steps of my predecessors at the Transportation Studies Library when I chose to get heavily involved in the Transportation Division. In practical terms, this meant leveraging my experience with editing the chapter's newsletter by filling the same role for the division for two years. I then served on the division board for two years as secretary/treasurer as I became familiar with the movers and shakers in transportation information. This past year, as chair-elect, I've become fully engrossed in the world of conference programming and its attendant long, long lead times and need for coordination with program planners in co-sponsoring divisions.

Neither our division chair nor I had previous conference programming experience, and with the division's program committee structure having fallen apart a few years ago, we had our hands full. I now know more than I care to about the breathtaking prices charged by conference venues for food and drink, but working with our chair was great and typical of the experiences I'd had as a volunteer in SLA. My long involvement with SLA was definitely an asset in working through the logistics of everything from the online planner to communicating with the Headquarters staff. While program planning is certainly not one of my strengths, SLA has once again provided an environment for me to stretch and learn while working on something new. Settling on topics, finding divisions interested in co-sponsoring, dividing up the work, locating good speakers and making arrangements for them to get to the venue, publicizing programs within the division, landing sponsorships and many other details are all part of the program process. Add to that planning an open house (and figuring out how

SLA: Being Active continues on next page

SLA: Being Active continues...

to pay for it!) and making sure that the board and business meetings run smoothly, and the annual conference takes on a whole new meaning. It did make me wonder how on earth program planners managed in the days before email!

I used to feel a quite a sense of relief every two months when I'd finally deliver another issue of Bayline. But that pales in comparison with what I felt late Sunday afternoon at the conference when a seven-hour program for transportation librarians ended with every speaker having done a great job, no technical glitches and the attendees not in any hurry to leave after a long day. The board and business meetings and our co-sponsored session on alternative fuels on Monday and Tuesday were all well-attended, so I was smiling when I walked into our last conference event, the open house on Tuesday evening. Trying to catch up at work is tough anytime you're out, but the follow-up to a conference when you're doing programming is another factor. It's not just the "work" you left behind — the conference may be over, but you still have a few weeks of digesting evaluation forms, seeing that session notes are written up, sending thank you notes to speakers and organizers, filing away reminders about planning for next year and settling the invoices.

Was it worth it? I think so, and I've always had an aversion to program planning. It was great working with my colleagues in the Transportation Division, and I know enough about the process now to make next year's work much easier for me and our incoming chair. We'll have a Program Committee in place to help us and will involve more of our members. I feel confident we'll provide our members with interesting programs and worthwhile meetings next year. I'd strongly encourage anyone who hasn't experienced this side of SLA to contact your division programmers and volunteer your services. Right now, though, it's time for me to dive into the process again and start planning for SLA's Centennial celebration in 2009. As I write this, our first deadline, August 1, is just around the corner!

President's Message continues...

connections e-newsletter (http://www.sla.org/content/Shop/enewsletters/slacommunicate/010208connect/index_bak1.cfm) and CEO Janice Lachance's comments from the membership meeting on this topic (<http://www.sla.org/content/SLA/governance/bodsection/ceocorner/08speeches/seattle061808.cfm>) and tell me what you think. We will eventually all be called upon to weigh in on this.

Here at home, though fires burn and temps reach double-digits, the Chapter forges on. A wonderful presentation by Don Bain at the JazzSchool in Berkeley took my breath away with panoramic views of West Coast national parks and the Cal campus. Mr. Bain's easy presentation style and awesome photos, which panned 360-degree views laterally and, at times, soared skyward, mesmerized us all. If you could not be there, you can visit his web site (<http://www.virtualguidebooks.com>) to experience a virtual reality tour.

Back by popular demand, the Internet Archive was a tour destination in July. This Presidio-based company has taken on the mind-boggling task of recording the history of the Internet. They provide free access to their library of Internet sites, which now includes a music archive and moving image site. We will have to keep returning for tours so we can keep up with this innovative group. Our Special Events team has done a wonderful job of presenting varied and stimulating programs. Please check the pages of Bayline or our Chapter web site for the calendar. You don't want to miss any of the fun.

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FIGHTING THE GOOD FIGHT: SLA'S PUBLIC POLICY OFFICE PROVIDES ANNUAL UPDATE AT CONFERENCE

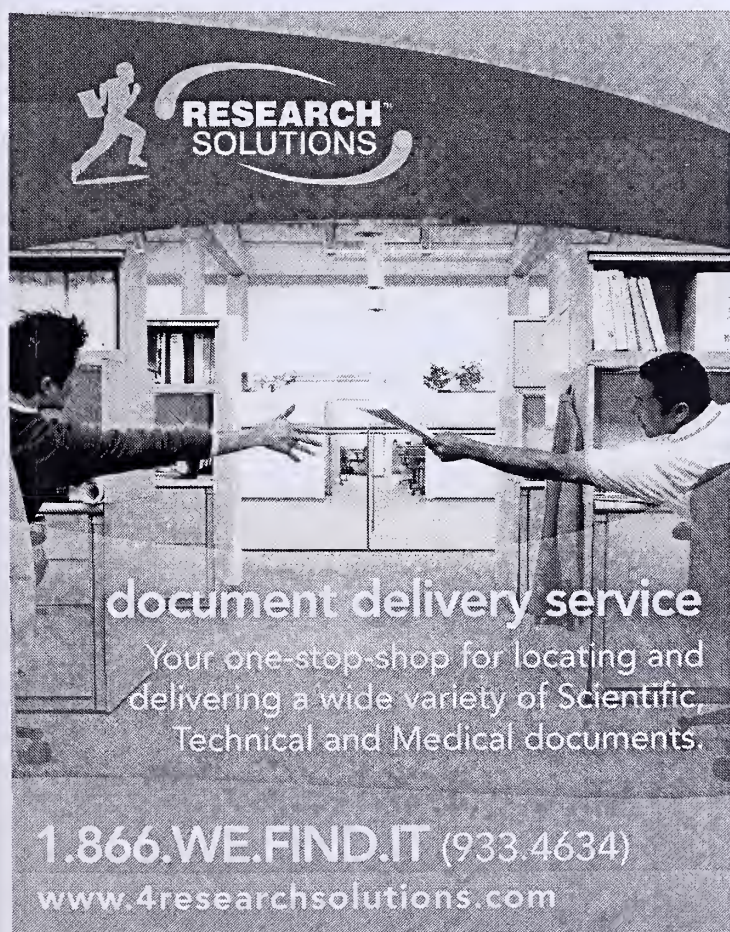
*By Anne N. Barker
SLA-SF Government Relations Chair*

Doug Newcomb, SLA's chief policy officer, and the Public Policy Advisory Council work hard all year monitoring government activities that will affect special libraries and information centers and advocating on SLA's behalf for policies that are beneficial to its members. Right smack in the middle of the SLA annual conference, the public policy update gave members the chance to hear what this group has been up to.

Neil Infield, public policy advisory council chair, started the meeting with a recap of the many issues with which the Public Policy Office has been involved over the last year. The highlighted activities include:

- Open access at the National Institutes of Health - SLA has been advocating for access to government-funded research articles six months after publication, as opposed to the 12 months currently called for in NIH's Public Access Policy. SLA has also noted opposition to the proposal that the NIH act as a "dark archive", providing links to publishers' web sites, rather than maintaining an article archive themselves.
- Full funding for the National Agricultural Library - The President's FY2009 budget request for the National Agricultural Library is \$4 million (18.8%) less than the 2008 budget and \$6 million (25%) less than the 2007 budget. With the EPA libraries debacle still fresh in our minds, SLA is actively supporting full funding for the National Agricultural Library.
- Sandia National Laboratories' Research Library - SLA remains in communication with Sandia's Director of Information Solutions and Services Center about the decision to close the Sandia Research Library. Letters have been sent back and forth, and SLA is still working to get more details on Sandia's library development strategy.
- Access to the Library of Congress (LOC) European Reading Rooms - When rumors began to emerge in April that the LOC was going to close their European Reading Room, SLA was in immediate contact with Deanna Marcum, associate librarian for library services at the LOC. The SLA Public Policy Office put together a list of questions that they felt needed addressing. These questions were then answered promptly and satisfactorily by Marcum, assuring SLA members that the information in the European Reading Room remains readily available.

This last tale is a perfect example of the value that the SLA Public Policy Office is bringing to SLA members. Much as the rest of us information professionals work to obtain and verify reliable information, the Public Policy Office is striving to research what's going on behind the rumors and to correct misinformation. They are able to reach out quickly to their contacts throughout the government to get more information about emerging concerns. Rather than simply passing along rumors, they substantiate the information so that we are all better informed and can act appropriately. This brings us to the current situation at the EPA libraries. This spring, stories



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Fighting the Good Fight continues on next page

Fighting the Good Fight continues...

began to swirl about the soon-to-be reopened libraries, whether the physical facilities would be sufficient and if the Chemical Library would reopen at all. The SLA Public Policy Office remains in communication with the EPA, following up on each of these issues to ensure correct information is available and that any concerns are addressed satisfactorily.

Deborah Balsamo, national program manager for the EPA libraries, was at the public policy update to discuss the present situation and to answer any questions the membership might have. Balsamo briefly recapped the developments of the last year before describing the EPA National Library Network's March 26 Report to Congress. She assured us that all of the EPA libraries are going to reopen; all of the libraries in the network will have walk-in access for staff and public hours; there will be professional staff on hand to assist users; and library resources will be available for both EPA staff and members of the public. As you may know, Congress gave the EPA libraries a one-time \$1 million earmark in the FY2008 budget to reopen the closed libraries and strengthen the network. The EPA intends to use a portion of this appropriation to conduct a formal needs assessment of EPA library services.

One of the issues that Balsamo wanted to clarify was the status of the Chemical Library. She noted that although five libraries had been closed, the EPA's plan calls for only four to be reopened. This is because the EPA Headquarters Library and the Chemical Library, which used to be separate, will be combined into one organization. This newly merged library will employ a librarian with chemical expertise. As for materials, a list of core print-reference materials has been put together by the EPA librarians; each item on this list must be available at each of the network libraries. The libraries that have remained open will have access to the special appropriation so that they can update their core collections as well. All libraries will also have access to the EPA Desktop Electronic Library, to a digital archive of publications, and to an online union catalog of all network holdings.

Balsamo emphasized that, in spite of the library closings, the EPA has undertaken steps to ensure that access to library service has been maintained. Currently, information requests for the regions affected by the library closures are being filled electronically by library staff in designated Lead Service Center libraries. Over the last year, 97.5% of users have expressed satisfaction with this consolidated service, indicating that they have gotten the information they needed. Balsamo noted that the Report to Congress is a high-level description of the library network's plan. She stated that the plan's lack of detail is because the EPA must negotiate all aspects of reopening the libraries with the employee union. These negotiations began June 17. Assuming the negotiations proceed as expected, the target to reopen the closed libraries is September 30.

The EPA's digitization project has been on hold and 50% of the documents have been digitized thus far. The project is on hold so the EPA can thoroughly review the digitization processes and get input from experts. In addition, the EPA library network has been operating under a moratorium against any further changes to staffing, collections and hours. The message that Balsamo wanted to leave is that the EPA is striving to provide more effective information access to a wider audience, using new technologies to deliver services and resources

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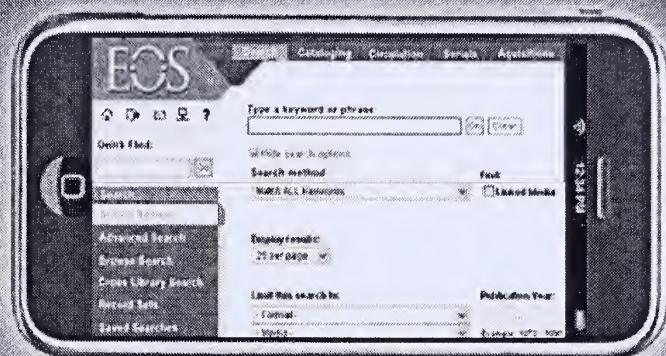
to the desktop for both staff and the public. During the Q&A segment, my first question was if the EPA libraries had a plan for getting back the materials that had been dispersed when the libraries closed. Balsamo answered that the scale of the lost materials was a misperception and that there really weren't many items that had been disposed of. When a library was closing, a collection list was sent to the EPA repository libraries, which kept any of the materials they wanted. The remaining materials were then offered to the other EPA network libraries. Finally, anything that was left was offered to other libraries before being discarded. The assumption seems to be that anything unique and valuable is still in the system and available somewhere. This contradicts the original reports, but, really, if the stuff is gone, it is gone and we have to pick up from here. However, Balsamo did specifically state that the chemical materials that were dispersed will be coming back to the Chemical Library.

Another individual asked what it meant when Balsamo said that professional staff would be available in each library. The answer was that professional library staff must have an MLS degree. They will be contractor librarians, not Federal staff, as has been the practice in the past. I asked Balsamo if there

has been any acknowledgement within the EPA that perhaps mistakes had been made in the way in which this library reorganization had been implemented, and if there had been any type of post-mortem discussion with other federal libraries on how not to do this again. Balsamo stated that, yes, there had been an admission that the process had not been handled all that well, specifically when Mike Flynn, Deputy Director of the Office of Information Analysis & Access at the EPA, spoke at the 2007 Public Policy Update. Alas, I did not go to the SLA conference last year, so I missed my chance to hear this mea culpa. However, I wasn't exactly looking for a public confession in a room full of disapproving librarians anyway. I wanted to know if, within the halls of the EPA itself, people understood that they had fundamentally botched this process or if they thought the public was just misinformed and reactionary. As for other Federal agencies, Janice Lachance, SLA's remarkable CEO, was in the room and she shared that yes, indeed, other federal libraries and agency heads have been watching, they have seen the head of the EPA called up to Capitol Hill to testify before Congress about the library closings, and they have learned a valuable lesson.

I certainly hope this is the case. Reports that surfaced in May about the budgetary threats to the National Agricultural Library may be the first test of this newfound awareness. I understand that Congress may not fully fund the NAL and that this may cause its weakening or closure. If this occurs, the issue must be taken up with our congresspeople. However, the EPA began closing libraries and dismantling their collections before Congress had acted, based solely on the President's budget request. And this is where the EPA began to go staggeringly astray. When I see the story about the decrease in the President's budget request for the NAL, I can't help but worry "here we go again". At least I can take some modicum of comfort in the fact that, even if it turns out other federal agencies have not retained the valuable lessons from the EPA fiasco, SLA's Public Policy Office has learned a lot about working with Congress and government officials and they will work tirelessly to make sure our concerns are addressed.

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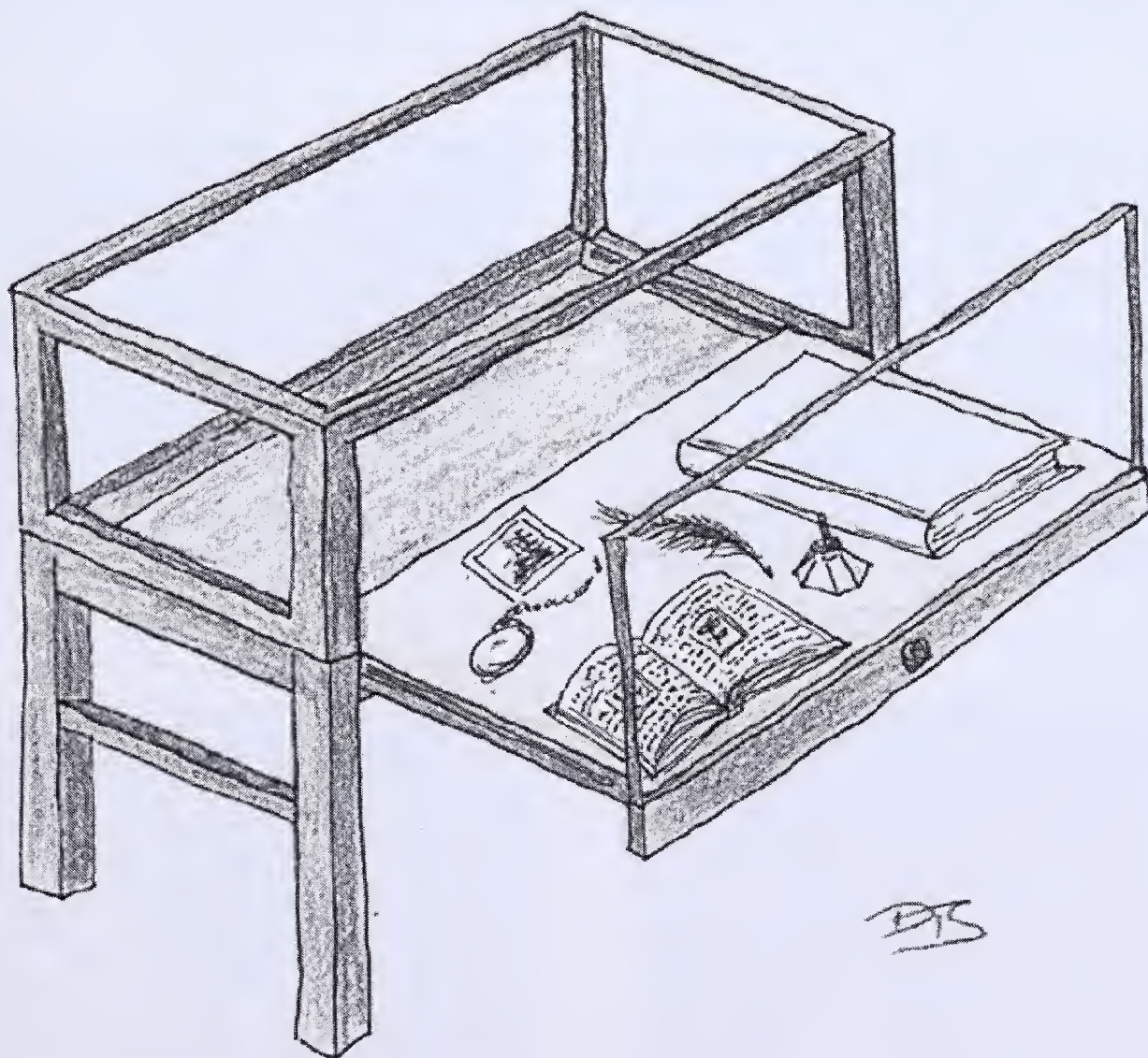
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*By Diane T Sands
SLA-SF Secretary*

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SNAPSHOTS OF THE SLA CONFERENCE IN SEATTLE



SLA Conference Center, Downtown Seattle
Photo by Praveena Raman



*Tony Landolt at the ballpark - Safeco Field.
Mariners vs Marlins*
Photo by Marlene Vogelsang



*Christina Campbell and Tim DeWolf
enjoying the game!*
Photo by Marlene Vogelsang



Pike Place Market, Seattle Waterfront
Photo by Praveena Raman



Seattle Waterfront
Photo by Praveena Raman



David Grossman behind the camera and friend
Photo by Marlene Vogelsang

SLA IN SEATTLE: BREAKING RULES, BUILDING BRIDGES

By Praveena Raman

The SLA conference, held from June 13 to 18, was a huge success. With over 5,000 attendees, there were plenty of networking and professional development opportunities mixed with the right proportion of social parties and sightseeing fun. My adventure started on Friday, June 13, with a nice, short flight from San Jose to Seattle with my colleague, Cary Cochrell. After collecting our bags, we stood patiently in a long taxi line. Soon, we piled into a cab going downtown with a few other ladies, one of whom asked if we were going to the SLA conference. We had an animated conversation about the topic of Thomson selling Dialog to ProQuest. Once we reached the Sheraton (conference headquarters), we checked in, determined to get to the registration desk before it closed at 5 p.m. We were happy to make it with a few minutes to spare, as this would make the next two days easier since they were fully booked with continuing education classes.

We stopped at the local hospitality table to pick up a colorful water bottle when a familiar voice hailed me. It was Jeanie Fraser (a former San Andreas Chapter and board member) and Lee Pharis (whom I had heard a lot about but had never met). The four of us went to dinner at Palomino Restaurant, recommended by our local Seattle colleagues. The dinner started with a sinful appetizer of crisp potatoes gorgonzola, followed by mouthwatering cedar-wrapped salmon, and ended with a shared dessert. Feeling satiated, Lee, who I had also found out was a fellow Fremonter, and I walked to the Pike Place Public Market, famous for salmon tossing, the original Starbucks and Rachel, the life-sized piggy bank. The original Starbucks was very different from the modern ones in the Bay Area. Housed in a building that can be easily missed, it boasts the original seal with the anatomically correct lady. Gift cards with the original seal can be bought only here, as well some interesting mugs. After a quick shopping spree, we walked back to the hotel, taking in the scenic view by the waterfront.

After that, I was set to take the weekend by the horns. I had signed up for two half-day courses on Saturday and a full-day one on Sunday. The first one on Saturday was *Creating a Brand Identity to Market Information Services*, sponsored by the legal division. The attendees were a mixed group from Legal and Pharma and there were quite a few who I knew or recognized. The course, a Quantam2 leadership seminar, was well-delivered and covered branding and marketing concepts, developing a brand identity and managing a brand portfolio. There was nothing new presented, only information supporting what was known and practiced. Having recently gone through a traumatic experience in my job where all staff were laid off and where these brand and marketing principles were practiced, including the elevator speech, made me ponder whether the old principles presented still work for our profession or if something new needs to be tried.

The afternoon session was *Managing Up: Becoming an Agent For Change*, sponsored by Click U Live! This course had good practical points, including having a portable mission statement that could be converted instantly into an elevator speech, and making sure we are noticed by volunteering and getting involved in our organizations. Another aspect was making sure the value of our skills to customers is communicated to the top of the management chain. The question of how to assure that both the value that is communicated from the trenches reaches the top, and also that management understands the value, could not be satisfactorily addressed. This left me with some thoughts to ponder, namely, my recent experience where the value of the services and skills were provided to management to be conveyed to the top, but management never fully comprehended this value and hence made the decision to eliminate all services.

Later, Jeanie and I went on SLA's sightseeing tour of Seattle. Three bus loads of attendees provided a great networking opportunity. Our first stop was for a photo-op of the Space Needle, Pacific Science Center and Experience Music Project. From the Science Center, we made our way across the Evergreen Point Floating bridge, the longest floating bridge in the world. This bridge connects Seattle with Medina, where Bill Gates has a huge waterfront home. After driving through the University of Washington campus, the bus made its way back to Seattle through the Fremont suburb, which has an old rocket fuselage, a statue of Lenin from Slovakia, and a statue of a troll crushing a Volkswagen beetle, and which hosts the Summer Solstice parade famous for its



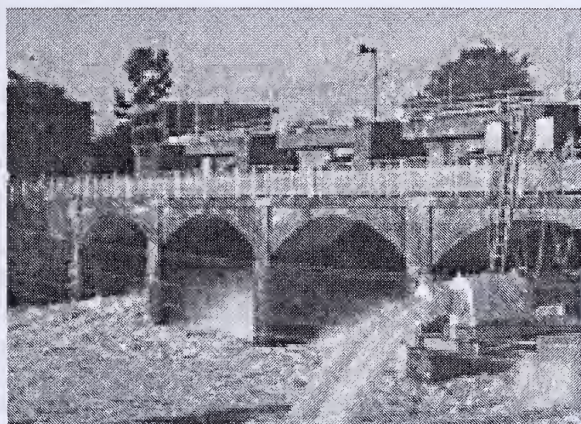
Space Needle

Photo by Praveena Raman

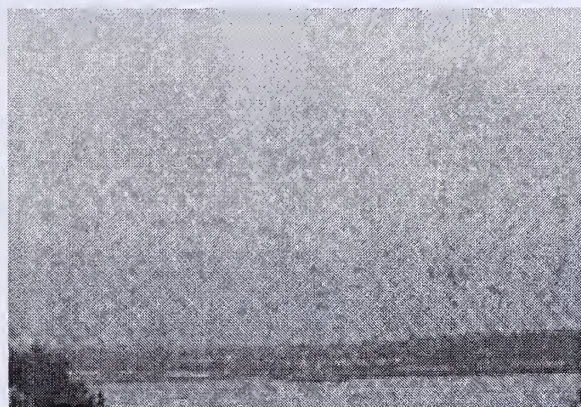
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SLA in Seattle continues...

nude Solstice cyclists. Next, we stopped at the Ballard locks, which provide a link between the saltwaters of Puget Sound and the freshwater of the ship canal connecting to Lake Union and Lake Washington. Besides walking on the locks and admiring the erected artwork, we had a chance to see the fish ladder, where salmon pass between the freshwater and saltwater through glass panels. After that, we had the treat of seeing the clouds clear around Mt. Rainier, a sight that was much clearer to the naked eye than through a camera lens (photo below).



Ballard Locks
Photo by Praveena Raman



Mt. Rainier
Photo by Praveena Raman

Sunday's course, *Purchasing E-Content from Negotiation to Allocation*, was a true gem. Bill Noorlander and his colleagues did a wonderful job packing it full of useful information and having two guest speakers, a consultant and a vendor. The participants came away with the top 10 objectives for a successful contract negotiation. Afterwards, we had just enough time to make it to the opening session. We were looking forward to seeing Vinton Cerf being interviewed by Charlie Rose and hearing his views. After the opening remarks, the award ceremony started and seemed to take an enormous amount of time. The interview started late and did not seem close to ending by the time we had to leave (a vendor had invited us to dinner at 7 p.m.). Cerf, one of the founding fathers of Internet, briefly outlined the early development of the Internet, the role Al Gore played and spoke about the power of the Internet being its openness, freedom and accessibility. He talked about the digital divide as one of the major obstacles to making the Internet the true infrastructure it should be. Besides the interview, the highlight of the evening was seeing Bill Fisher, professor at San Jose State University, bestowed with the highest honor — the John Cotton Dana Award.

Dinner that night was at Daniels on Lake Union. There were 20 invitees from pharmaceutical companies, mostly from the East Coast. The conversation at my table revolved around topics including the selling of Dialog to ProQuest and the changes taking place at Infotrieve, which specializes in document delivery. There was speculation as to how the business focus might change in the future. The conversation turned to the topic of a leading Bay Area company that had recently cut its entire library staff. No one knew exactly what had happened and we were trying to piece together why such a thing had happened and what it meant for the industry and our profession. Interestingly, this topic arose more than once in different sessions at the conference.

The Science of Coffee was a great java session that gave a kick-start to Monday. Dr. Vinson, from the University of Scranton, started with the history of coffee and then went into the properties of caffeine and antioxidants, the effect of caffeine on the brain, and the benefit of antioxidants in preventing diseases like hypertension, diabetes, Parkinson's and Alzheimer's. A special edition issue of *Nature* on the topic was distributed, which had a collection of short articles, including one about very expensive coffee, the beans of which are first passed through the intestines of a civet cat before being roasted and processed. It costs over \$1000/kg. I don't know about you, but I am squeamish about drinking anything that has been passed through an alimentary canal and am quite happy with my \$2 java from Starbucks.

With my thirst quenched for the day, I joined my colleagues for a stroll through the vendor booths. This year, the booths were divided into two different sections, which ended up being both good and bad. The booth area was less crowded, but we ended up sometimes lingering too long at a particular booth (perhaps psychologically we felt there were less participants when there were actually many more) and not being able to visit all those we were interested in. There were the usual vendors, as well as interesting ones like Infodesk, a tool which manages and integrates information from different sources.

The afternoon sessions focused on the customer and changes in the role of information specialists.

SLA in Seattle continues on next page

SLA in Seattle continues...

Mary Ellen Bates spoke about the *Next Information Revolution and our Role as Revolutionaries*, and how those born in the millennium, the digital natives, use information. She also spoke about how the workforce should adjust to them and explained how to gear skills and services to meet their needs. Bates mentioned that the recent Forrester report titled *Best Practices: Reinventing the Library* would be a good buy. The last session was on *Embedded Librarians*, moderated by Josh Guberman. Having attended sessions on the topic in years past, both at SLA and MLA, this concept seems to be successful in settings where embedded librarians/informationists are supported by a central library. Susan Whitmore from the NIH gave a great presentation about informationists bringing the library to researchers, the skills they need to have to be successful, the impact they have on their customers and how they are perceived by their teammates. There was a lively question and answer session following the panel presentation.



Jeanie Fraser in front of Experience Music Project

Photo by Praveena Raman

Monday evening was spent with colleagues indulging in my favorite pastime at SLA conferences — party hopping. We started with a nice and intimate party, sponsored by Ovid, at the Bambuza Vietnamese Bistro, and then took the monorail, arranged by Lexis, to their dessert party at the Experience Music Project. Once there, we first went to the Thomson party at the Pacific Science Center, picked up a famous SLA coaster tile to add to my collection, ate more food, met many new colleagues and spent time in the special butterfly exhibit. While inside, butterflies of all sizes and colors flew freely and we were warned that they could descend on any part of you. As luck would have it a nice black one did settle itself on me, but I did not realize that I preferred it at a distance instead of on me. I'm sure you got the picture, but let me assure you that I did make a very lady-like exit, through at express speed.

From there, we walked over to the Experience Music Project, a museum of music history founded by Paul Allen, the co-founder of Microsoft. The ambience was very soothing, with music flowing all around you. As soon as we entered, our eyes alighted on the delicious chocolate fountain (the bane of my life), with strawberries, pineapples, marshmallows and cream puffs for dipping. It was hard to tear us away from this heaven, but when we finally left it, we ended up feasting our eyes on the floor-to-ceiling guitar tree, packed with donated guitars and other instruments and spanning four floors.

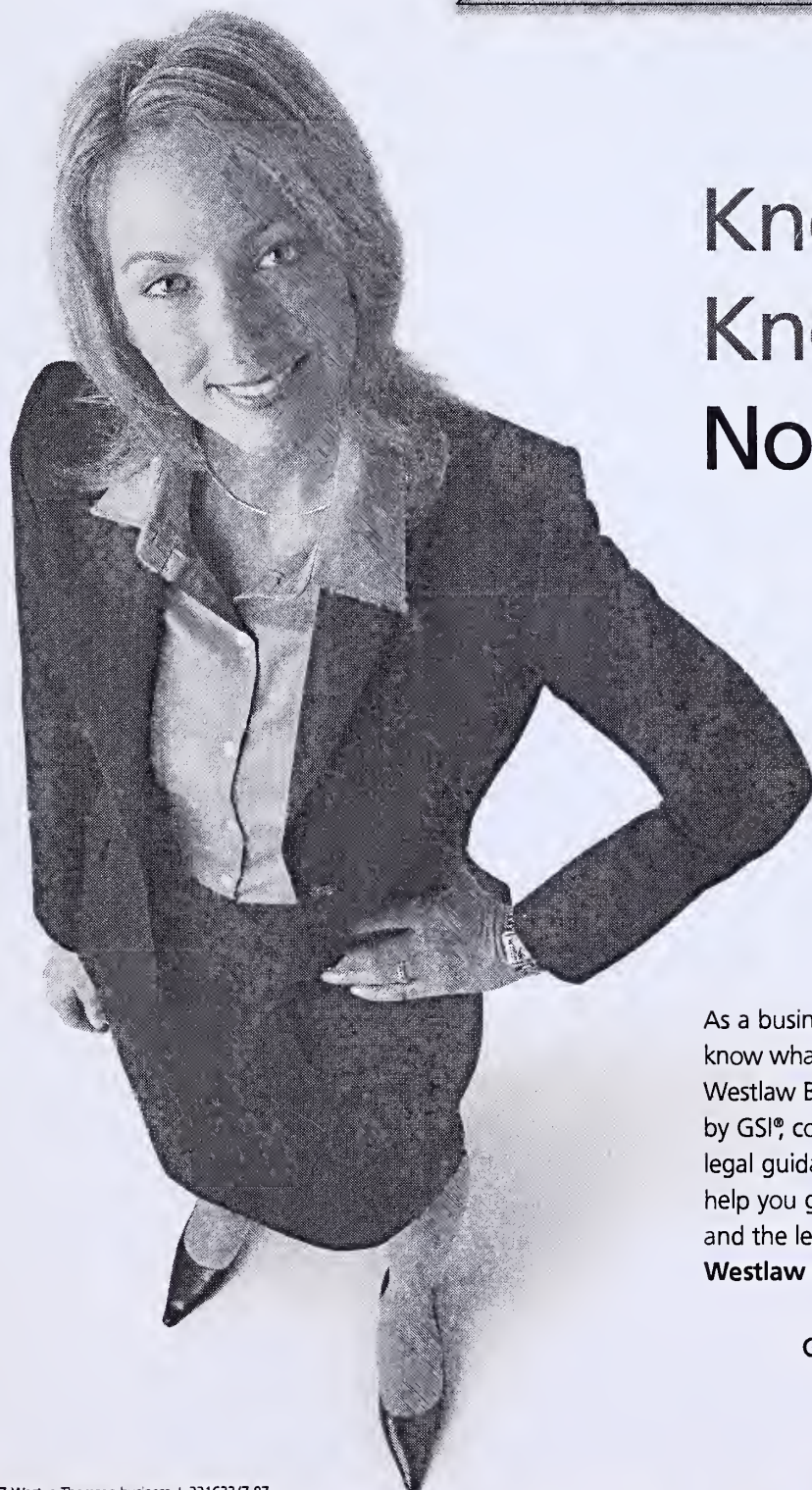
The next morning, I attended *Cyberinfrastructure: Informatics across the Biological Sciences*, and was pleasantly surprised to find that I quite enjoyed it. The panel discussed the challenges faced by informatics people, especially with taxonomy, the constant changes that occur and the comprehensive information that needs to be retrieved in spite of all the changes. Ideas were given as to what the information specialist/librarian could do in this research arena and their requirements to change their services from teaching support to actual research. I also attended the meeting of the SLA Emergency Preparedness and Recovery Advisory Council, to which I was appointed earlier this year. This was an especially interesting meeting, as my interest in emergency preparedness started with moving to California and having been trained in the mid-'90s in the Community Emergency Response Team program. This advisory council was set up as a result of the recommendation of the Information Professionals' Alliance on Natural Disasters and Accidents (PANDA) task force, of which I had been a member. There was a lot of energy from members, with a range of ideas exploring preparedness and response and our role in the recovery effort. The committee, partnering with many different divisions, will be offering at least one if not a variety of sessions at the 2009 conference in Washington, DC. Be on the lookout for those.



Guitar Tree inside Experience Music Project

Photo by Praveena Raman

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SLA-SF TOUR OF THE INTERNET ARCHIVE

By Dasha Dekleva, MLIS, MA

Based inside an unassuming white-paneled building in the heart of The Presidio, the 12-year old Internet Archive (IA) grows at a rate of about 70 megabytes per second; a good portion of that data is freely available on over 100 billion web pages of its general archive. We gathered in the sunlit rooms on the ground floor. A tall data repository, PetaBox, designed by IA staff, stood in one corner. In the opposite corner was a book-scanning station where interested volunteer scanners are always welcome. Behind us was the espresso book machine used by the IA bookmobile to print and bind any of the books available online.



Internet Archive Building
Photo by Dasha Dekleva

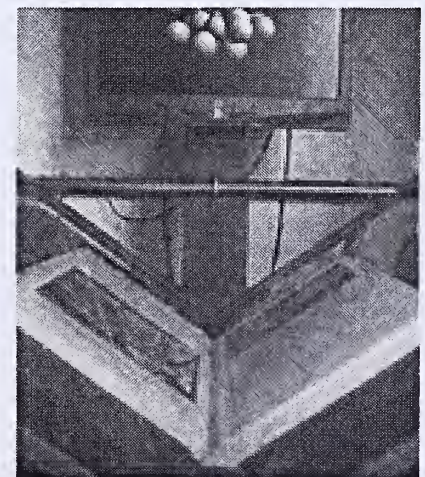
Director and co-founder Brewster Kahle began the evening's presentation by comparing the IA's vision of building a public Internet digital library — where everything is available to everybody — to building a "Library of Alexandria No. 2," although its services are generally closer to those of an archive than a library. The IA is best known for its Wayback Machine, whose name and logo typeface hark back to Mr. Peabody and Sherman's WABAC machine of the early 1960s. The Wayback Machine went online after five years of crawling the World Wide Web, which started in late 1996. IA has been very responsive to owners' requests for removal of their pages from the Wayback Machine and provides the option of excluding web sites from its routine web crawls.



Brewster Kahle speaks to tour attendees
Photo by Dasha Dekleva

More recently, IA began archiving selected television programs around the world, but that part of the archive is not yet very available. On the other hand, IA provides free storage for moving images and audio materials that can be uploaded by users and are publicly available. These collections are constantly growing, as is the equally open-access text archive. Kahle believes that libraries need to move beyond mere licensing and start doing "digital services ourselves ... to put the best we have to offer online" for the coming generations that expect to find everything there. For budgeting, consider that it costs \$10-15 to digitize a video hour, and 10 cents to digitize a book page — not impossibly prohibitive.

Robert Miller, director of books, picked up on these ideas by calling on each library to find 10 post-1923 books that have fallen out of copyright and send them to IA for scanning. Such small, continuous efforts are as significant as larger visions, he said — for example, projects covering special themes like immigration. Currently, IA is delivering 1,000 digitized books every day. In addition, it is working on a project called *The Open Library* (<http://openlibrary.org>) that aims to create "one web page for every book ever published." This ambitious and entirely open project has a wiki interface through which users are encouraged to contribute and help develop its metadata, display, templates, etc.



Book-scanning station
Photo by Dasha Dekleva

The last presenter was Kristine Hanna, program director of web services, who introduced the IA's multiple tools of web assistance. Beyond the general archive, IA provides the following: open source software Heritrix, a web crawler designed for web-archiving; the Wayback Machine, which provides access to web archives; and NutchWAX, a tool for searching web archive collections only. Partner services include contract crawls (curated by content, which you can find in IA web collections, or specific domain crawls) and Archive-It, a web-archiving service designed for institutions (<http://www.archive-it.org>). Collaborations clearly make up a significant amount of IA web services, extending into research and development, content, and preservation. Presidio facilities are open to the public on most Fridays 1-4p.m. and by appointment. Call 415.561.6767 in advance.

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

*By Rebecca Kozak
Mosaic Columnist*

Most SF Bay Region Chapter members who know **Marlene Vogelsang** (of PG&E's Energy Resource Center) also know that she is a big baseball fan and an Oakland A's fan. What you might not know is that she is also the chair of the local Lefty O'Doul SABR (Society for American Baseball Research) chapter. She recently traveled to Cleveland for SABR 38, the annual convention, and spent four glorious (hot and humid) days immersed in baseball history, statistics, biographies, baseball books and all manner of baseball-related business. For more information about the organization, check out <http://www.sabr.org/> or give Marlene a call. Paula Lichtenberg and Tony Landolt are also active local SABR members.

Eric Montes, librarian at Townsend and Townsend and Crew, LLP, in San Francisco, competed in the 10th United States Naginata Federation Championship Tournament on July 26 at the San Jose State University campus. For more information on naginata, a Japanese martial art, see www.naginata.org, or contact Eric at emontes@townsend.com.

Deb Hunt, senior information specialist at the Exploratorium and consultant, tore her rotator cuff and fractured her right shoulder in a bicycle accident in May. She wrote me (one-handed typing!) that she has been working from home and was unable to attend SLA in Seattle. However, she has been participating in executive board meetings via Skype and invites inquiries from anyone curious to know more about Skype. Before her accident, on April 23, she presented a webinar titled *How to Select a Library Automation Vendor*. It was sponsored by Softlink and over 200 information professionals signed up for it. Deb can be reached at dhunt@exo.net. I can relate to her injury, as I fractured my right arm while in library school. Best wishes for Deb's quick recovery and return to full use of her arm and shoulder.

After a year in the Northwest and another year in Reed Smith's San Francisco office, **Dan Cunningham** is back in the Oakland office of Reed Smith, LLP, working as a senior research librarian. Dan says if you move to Washington and plan to keep working, move close enough to Seattle to take public transportation. Dan's 45-mile commute to Microsoft took at least 2 hours each way in good weather, riding in the commuter lane. The 40-mile train ride to Seattle didn't take much less time, although it took away the stress of driving. He's happy to be back in the Bay Area's cool, sunny weather, among friends and lots of other musicians. Dan can be reached at dcunningham@reedsmith.com or 510.466.6194.

Wess-John Murdough retired from Krames Health & Safety library on July 30. He has been the research librarian there (part-time) since January 2005. Prior to that he was the San Francisco regional director for AIM from 1999 to 2004 and librarian for Degenkolb Engineers from 1979 to 1999. In September, he and his partner will be relocating to the Palm Springs area. He hopes to start a club of former SLA Bay Area librarians. He can be reached at wessjohnmurdough@yahoo.com after the end of September. He would love to hear from any colleagues who are visiting the Palm Springs area.

The Institute of Transportation Studies Library at UC Berkeley is pleased to announce that **Kendra Levine** has accepted a one-year appointment as Reference Librarian. Kendra completed coursework for the Master of Science in Library and Information Science at Drexel University and will receive that degree and a Master of Science in Information Systems at the end of the fall semester. She is very interested in applications of technology and completed a redesign of the ITSL website (<http://library.its.berkeley.edu/>) last month. She will have responsibilities for reference, collection development, outreach to units at other campuses and indexing. At SLA's annual conference in Seattle, she met many members of the Transportation Division and has been recruited to work on two web projects.

A profile of **Camille Reynolds** (of Nossaman Guthner Knox & Elliott LLP) was recently published in an online legal career web site on alternative law careers. The article, "Camille D. Reynolds: Law Librarian Turned Director of Research and Information Services," was authored by Douglas May for www.LawCrossing.com and is available at <http://www.lawcrossing.com/article/pdf/4273.pdf>.

Please send me news at: rkozaklewis@yahoo.com.

LONGTIME CHAPTER MEMBER PHYLLIS ANDERSON WAGGONER DIES

*By Marie Tilson
SLA-SF Archivist*

Saying "goodbye" to a person who one respects and cares about is always difficult, and saying it to Phyllis Waggoner was not an exception. Phyllis died on June 17, just a few days shy of her 87th birthday.

In a gathering at her home and a chance to exchange "Phyllis stories", her friends and relatives recalled a glamorous Scandinavian lady who always remembered and chose the perfect birthday or Christmas gift; one of a trio of Janet-Loretta-Phyllis who stuck together from the age of 10; a wife who, though married at a later age, was extremely happy; someone who arrived and departed a gathering in a helicopter looking elegant; and a person with amazingly wide interests who knew something about many things — from Jerry Garcia to the latest financial markets' up and down swings.

In the library world, Phyllis was the SLA Chapter president in 1948-1949. She served on many committees from the time she joined the Chapter in 1944 until after her retirement in 1981. Phyllis was active at the local and state levels and continually pushed for library cooperation and recognition. Phyllis began her career at Pan American World Airways as an assistant librarian, rose to librarian, and finally served as an economic analyst. She joined the Federal Reserve Bank in the early 1960s, where she remained until her retirement. Phyllis received the Chapter's Special Recognition Award in 2004 and the SLA Hall of Fame Award in 2005.

Phyllis, you will be missed!

SLA-SF Announcement

THE 2008 SAN FRANCISCO BAY REGION CHAPTER

PROFESSIONAL ACHIEVEMENT AWARD

NOMINATING COMMITTEE Call for Nominees

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

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<http://www.sla.org/chapter/csfo/about/award.html>

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Calendar events are updated
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- ☐ Finance: Prepares Chapter annual budget and mid-year reports
- ☐ Nominating: Solicits and selects candidates to serve on SLA-SF committees
- ☐ Strategic Planning: Directs long-range chapter planning

Communication

- ☐ Bayline: Contributes or edits articles for the chapter newsletter
- ☐ Networking: Information liaison with other organizations
- ☐ Mailing: Coordinates Chapter mailings
- ☐ Web Site: Develops and maintains chapter Web site

Events

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- ☐ Programs: Selects topics/speakers, organizes meeting programs

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TABLE OF CONTENTS

Article	Page
President's Message	2
Executive Board and Advisory Council Contact Information	3
Bayline Staff/Editor's Notes	4
SLA in Second Life	5
SLA-SF New Members' Reception	6
Reference Librarian: Lucretia Hansen Little History Room.	7
Some Thoughts on Ethics.	8
Mosaic: What's Happening with our Members	11
An Evening With Janice Lachance: Defending Libraries in a Time of Budget Uncertainties .	13
Vendor/Advertising Information	15
Volunteer Opportunities	16



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

October • November 2008
Volume 78 Number 5

PRESIDENT'S MESSAGE *By Barbara Janis*



When I was a young mother in the East Bay in the '80s, my friends started joining the Junior League of Oakland-East Bay, Inc. I wondered at their decision, as I had always viewed it as a white-glove, high-society type of organization. What I learned at an orientation was that its mission was to train women to volunteer in their communities. Well, the trainings on topics such as how to make meetings work, overcoming the fear of public speaking, and getting organized proved to be informative and fun, but it was the camaraderie and supportive atmosphere that sold me. I learned a lot and found a great outlet for my spare time. And now, as president of this chapter, I have

been rewarded with a great experience and perhaps returned some of the investment that the Junior League made in me.

Don't be shy to volunteer or accept an invitation to be on one of the chapter's committees. It's a great opportunity to make new friends, plus get a behind-the-scenes look at how the chapter functions — "chapter governance" in SLA parlance. Here's where I get to extol the virtues of my committee members.

One standout is Mimi Calter, our finance chair, who has also assumed the responsibilities of treasurer, allowing us to eliminate the treasurer chair position. Mimi mastered the small business software, Quicken, to track our financials and she doesn't let the vagaries of our headquarters dictums ruffle her: first they tell us to move our bank account to Citibank, and after this is accomplished, HQ tells us there's "no need after all." With Mimi's can-do attitude, the chapter is ready for its next challenge. As you may have heard, Eris Weaver reluctantly stepped down as past-president due to career commitments. I know you all join me in wishing her the best of success and extending thanks for all her efforts on behalf of the chapter during her 18-month presidential tenure. Chris Orr and Tamara Horacek, both former chapter presidents, are sharing past-presidential duties this year, for which I am indeed grateful.

In the "filling shoes and stepping up and into" category, I must add our President-Elect Sandy Malloy, who subbed for me at the September Janice Lachance program, as I had already booked a ticket to visit family back East. At this writing, the Lachance event is still in the future, but I am confident it was impressive. Her topic, "Defending Libraries in a Time of Budget Uncertainties," is a provocative one, and along with the scenic venue chosen by Program Chair Rochelle Richardson, this should prove to be a popular event.

The New Members' Reception in July was a great success and we plan to repeat it next year. Yummy desserts for the reception were provided by Sandy Malloy's favorite San Francisco bakeries. The evening highlighted talks from Janice Anderson and Anne Caputo, both candidates for SLA President-Elect, who stated their cases to obtain your vote in the September election — a tough choice, as both are articulate and persuasive speakers. I hope everyone voted — the deadline was October 1.

As there is no Bayline issue for December/January, this is my final column as chapter president. I will be handing the gavel over to the very able Sandy Malloy at the end of the year. But there is still lots of chapter programming in store, so do stay tuned for exciting end-of-year events, including our holiday party, featuring an awards ceremony and lots of good food and cheer.

Special Libraries Association San Francisco Bay Region Chapter

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	Jobline [San Andreas 2008]		

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December 31, 2007; February 29, 2008; April 30, 2008; June 30, 2008; and August 31, 2008.

Copyright and Submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

Editor's Notes

Dear Readers,

Can you believe that this is the last issue of 2008? This year has gone by quickly, but I'm happy to note that Bayline has had a successful year, covering numerous topics and events. There were submissions from both new and recurring contributors, which included original articles, summaries of SLA-related events, artwork and photos. I sincerely thank everybody who submitted something for Bayline this year. You have all helped continue to make this a great publication.



Personally, I want to thank Diane T Sands for her wonderful artwork column, and Rebecca Kozak for consistently writing up news about our members and keeping us updated. I also want to give special thanks to our president, Barbara Janis, for always providing great advice and support. Finally, I want to acknowledge Heather Gamberg, who has been such a big help with editing and providing suggestions for improving Bayline.

The next issue of Bayline will be the February/March 2009 issue. The deadline date for submitting contributions will be December 31, 2008. I will be asking for volunteers to write about and/or take photos of any SLA-SF events that take place between now and January, so if you are interested in volunteering to cover certain events, please let me know. You will probably see a message go out via the reflector from me before each event. In general, if you are a member of SLA and would like to contribute something or even establish a regular column in Bayline, please contact me with your ideas!

Contact: bayline_editor@yahoo.com

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Jobline is now available on the SLA San Andreas Chapter web site, which is linked from:
www.sla.org/chapter/csfo/jobline/jobline.html

SLA IN SECOND LIFE

By Mimi Calter, SLA-SF Treasurer

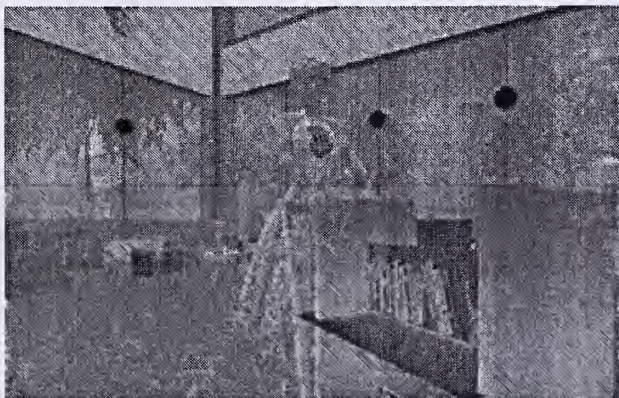
Did you know that SLA has a presence in Second Life? The Second Life Workgroup was established in the early part of 2008, and is one of several new technology initiatives launched by SLA President Stephen Abram. The group will facilitate SLA members' learning about and exploring Second Life as part of SLA's overall initiative to get members more involved in using social networking tools, including virtual worlds. The three-part mission of the group is to:

- Spread the word about Second Life through articles in Information Outlook, blog posts and other communications channels. The group will provide information on library and related activities in Second Life, and give members the information they need to explore the virtual world with confidence.
- Provide training opportunities in a variety of formats, possibly including Click U (webinars), live sessions and in-world events.
- Maintain an SLA presence in Second Life, so that SLA members have a place to go that is familiar in content.

SLA's in-world presence is already established. If you're a Second Life user, stop by and say hello! The Second Life URL for SLA's space is <http://slurl.com/secondlife/Cybrary%20City%20II/59/100/22>. The group also maintains a blog (http://sla-divisions.typepad.com/sla_in_second_life/), where you can find news and announcements about library-related activities in Second Life, and a wiki site (<http://wiki.sla.org/display/SLASECONDLIFE/Home>) with background information on the group and its activities.

The wiki site includes a section on "Getting Started in Second Life", and is a recommended resource for those of you just getting started in virtual worlds. A Click U training course is currently in the works, and further training sessions have been discussed for the 2009 conference. There is even talk of establishing a Second Life chapter, with free membership for all members. More on that as the program develops.

In advance of the 2008 annual conference, the working group made a major push to establish and furnish the SLA space. The team was very successful and produced a video clip from within Second Life that was presented at the opening keynote. You can learn more about SLA in Second Life and see photos of some of the members' avatars in the June 2008 issue of Information Outlook at: <http://www.sla.org/io/2008/06/552.cfm>.



Avatar (Sofie) with a bookcart, in the SLA building
Photo by the SLA Second Life Working Group



View of the SLA building and fire pit.
Photo by the SLA Second Life Working Group

SLA-SF NEW MEMBERS' RECEPTION

By Roger Strouse, Vice President and Lead Analyst, Outsell, Inc.



The chapter meeting on Tuesday evening, July 22, was held at the Mechanics' Institute Library in downtown San Francisco. This meeting was designated as the new members' reception and was a wonderful opportunity to meet and greet our newest SLA members and many area library-school students who are considering joining the association. The meeting also presented attendees with the unusual chance to meet and chat with both candidates for the office of SLA president-elect. And, as if that weren't enough, the group was treated to a sumptuous dessert buffet table that left many of us, happily, in a sugar coma.

During the presentation portion of the meeting, President-Elect candidates Janice Anderson of Access Sciences, and Anne Caputo of Dow Jones, spoke about their special connections to SLA and why they want to serve in the association's highest-elected post. Anne offered some humorous recollections of attending San Jose State University's library school program and her subsequent (and highly unexpected) first job at what was then dubbed Lockheed's "Dialog Project," as manager of customer service. Attendees appreciated her local connection, as well as her advice to leverage all possible opportunities for career



*Janice Anderson and Anne Caputo
Photo by Roger Strouse*

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advancement and exploration, which often come in the form of SLA connections and mentorships. Anne said she truly believes that SLA offers the very best in continuing education and networking for the profession and wants to ensure that SLA remains relevant and vibrant as the professional resource for special librarians.

Janice spoke about information professionals' continuing need to focus on the customer service aspects of our jobs, and she sees an analogy here for SLA as an association. As such, she feels it's extremely important to keep her finger on the pulse of members' needs. It is not easy to get a handle on exactly how our profession will evolve, and Janice sees SLA as the primary forum for keeping attuned to our changing roles. She also sees a strong need for SLA members to "give back" to the profession and to advocate for the importance of professional information services. A deeper dive into the candidates' positions and ideas can be found at the SLA

New Members' continues on page 12

REFERENCE LIBRARIAN

By Diane T Sands, SLA-SF Secretary

Mill Valley Public Library



I'M GONNA TALK ABOUT A PLACE
THAT'S GOT A HOLD ON ME,
MILL VALLEY
A LITTLE PLACE WHERE LIFE
FEELS VERY FINE AND FREE,
MILL VALLEY
WHERE PEOPLE AREN'T AFRAID TO SMILE
AND STOP AND TALK WITH YOU AWHILE,
AND YOU CAN BE AS FRIENDLY
AS YOU WANT TO BE.
MILL VALLEY!
TALKIN' 'BOUT MILL VALLEY,
THAT'S MY HOME!

- RITA ABRAMS -

SOME THOUGHTS ON ETHICS

By Jan Keiser, SLA-SF Ethics Ambassador



I recently accepted the position of Ethics Ambassador of the San Francisco Bay Area chapter of SLA. I'm not quite sure yet what is involved. As a corporate information professional, I am required to keep current on this issue as it applies to the Privacy Act and Sarbanes-Oxley Law (SOX), which are of corporate interest. Some of the places I hunt for news include <http://www.businessethics.com> and <http://ethisphere.com>. Ethisphere is a new publication with a contemporary, graphics-oriented appeal, which also provides good content. I hope that this assignment will allow me to update SLA members on ideas and topics as I uncover them.

Some thoughts on the application of ethics:

- Business application: Thanks to Enron, et al., ethics is a major component of the broader topic of corporate governance. American industry takes corporate governance very seriously. The SOX mandates that publicly-traded companies are required to follow certain guidelines. Many private companies, non-profits and private (academic, industry, etc.) organizations are following the same guidelines.

- Personal standards: Most of us probably believe we are "ethical." We could be that whistleblower if it were demanded of us.

- Workplace issues: Isn't following copyright law the responsibility of an ethical information professional? Is this responsibility ever fudged? How often is the copy machine or your workplace computer used for personal reasons? Many workplaces assume there will be some personal use; others may have strict rules about usage.

- Plagiarism and other forms of misrepresentation: In preparing this article, I referred to the SLA web site for documents. Of course, it would have been unethical for me to simply cut and paste the words without properly citing the source and explaining the context.


- Incidents one doesn't realize are an ethical matter until they happen: Have you ever looked at the New York Times Sunday magazine column, *The Ethicist*, by Randy Cohen? Some recent topics include: 1) a physician writing to ask if he should review an autopsy for a friend and report whether or not malpractice may have been committed, even though he is on the hospital board; 2) a student, who is president of an anti-drug group at a high school, knows that some members, who had pledged to just say no to drugs, have actually been using them. Should he turn them in?; 3) a person who

Thoughts on Ethics continues on next page

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Thoughts on Ethics continues...

believes he was "cheated" out of third place in a workplace sports betting pool; 4) a physician who has a good friend who is also a good attorney. When he is asked by patients to recommend an attorney, should he refer these patients to his friend?

- Philosophizing or rambling: Wouldn't it be difficult to maintain high ethical standards in one's professional life without a strong personal code of ethics? The examples cited above are the thoughts of decent people who have a nagging feeling that something is not right; that seems like positive action. It is probably the reason Dear Abby and other advice columnists have always been so popular.

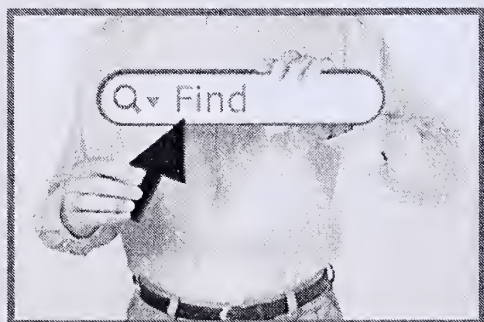
Following is how the 2007 SLA Ethics Working Group described the matter after studying different ethics statements from other groups. The entire committee's report is available on the SLA web site at <http://www.sla.org/PDFs/boarddocs/2007/O-B07-28-StudyResultsEthicsCode.pdf>. The excerpt below describes concisely how ethics is considered in the work of the information professional (any emphasis is that of the author). I find it interesting that some of my thoughts above parallel the topics underscored by the committee.

"These ethics codes and guidelines address a variety of professional values and behaviors, including levels of services and responsibility for service and system quality; equity of access; the role of personal beliefs in providing services; intellectual freedom; privacy and confidentiality; intellectual property rights and other legal considerations; conflict of interest; treatment of or relations with employer, colleagues, or users, and balancing their competing needs; informing users about the sources provided; obligations for professional development; accurate representation of one's expertise; protecting the reputation of information professionals and promoting the information profession; concern for the public good; concern for the preservation of cultural heritage; and enforcement of such codes."

Any one of these is rich enough to provide hours of discussion. The matter of ethics so pervades our professional and personal lives. As appropriate, I will update readers with news.

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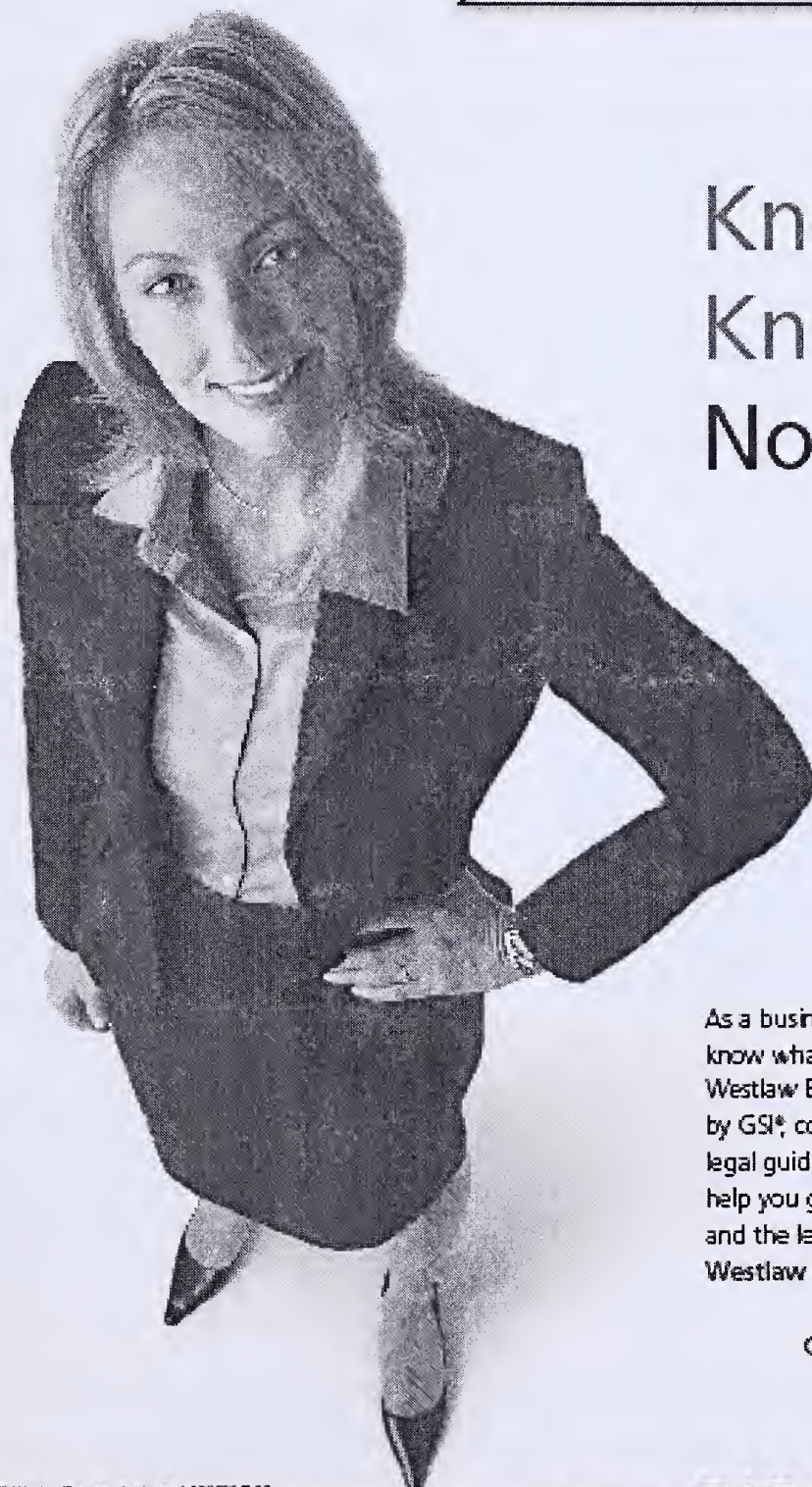
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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

A Publication and a Presentation

On July 17, the article "Business Development and the New Library" (<http://tinyurl.com/5nc3cr>), by **Jaye Lapachet** of Coblentz, Patch, Duffy & Bass LLP, was published in the National Law Journal. The article discusses how librarians are critical to business development programs. Jaye can be contacted at jhl@cpdb.com.

Lauri Flynn of Gunderson Dettmer LLP presented a program during the American Association of Law Libraries (AALL) annual meeting held in Portland, Oregon, on July 12-15. She and co-presenter Juli Hughes (a law firm librarian from Lancaster, PA), have the distinction of being the first to present a webinar held during an AALL program. The presentation, titled "The Evolving Role of the Solo Librarian: How to Do it All Without Losing Your Mind", was based on a survey of 185 solo law librarians. In addition to reviewing the survey statistics, the benefits, challenges and secrets to success as a solo librarian were discussed. Contact Lauri Flynn at lflynn@gunder.com.

New Upcoming Event

Barbara Janis informs us of a free exhibit titled "War & Dissent: The U.S. in the Philippines, 1898-1915", to be held at the Officers' Club Exhibition Hall at 50 Moraga Avenue at the Presidio. Exhibit hours are Wednesday through Sunday, 11 am to 5 pm, from October 22, 2008 through February 22, 2009. This exhibit was curated by the Presidio Trust historian, Dr. Randolph Delehanty. Barbara is at BJanis@presidiotrust.gov.



In Recovery

After nine weeks at Davies Medical Center, **Bruce Thomas** (of Rutherford & Chekene) has recently returned home to continue recovering from a sudden onset of a rare disease, transverse myelitis. Initially paralyzed from the chest down, he has regained some movement in his legs. Full recovery is possible. Rehabilitation is slow, but steady and headed in the right direction. He is just starting to check e-mail again, so if you wish to contact him you can write to bthomas@ruthchek.com.

Job Changes and Congratulations

After more than 7 wonderful years of working with Negina Rood at Deloitte, **Susan Krauss** was offered an opportunity she couldn't resist — creating a research position at Hellman & Friedman LLC, a private equity firm. She can be reached at skrauss@hf.com.

Debbie Sommer has recently re-entered the world of medical librarianship. She is currently working part-time at Samuel Merritt College's San Francisco Learning Center, supporting the faculty and ABSN nursing students. Her new e-mail address is dsommer@samuelmerritt.edu.

Mosaic continues on next page

Mosaic continues...

Congratulations to **Ari Kleiman**, who has two wonderful items to share. In July, he started a new job as Educational Technology Specialist at UC Berkeley's Bioscience Library. His main duties are library webmaster, administering the library seminar room, reference and bibliographic instruction. Also in July, he and his partner of 12 years got married. He's at arikleiman@sbcglobal.net.

Exciting Experience!

When not working as History Room Librarian at the Mill Valley Public Library, **David Grossman** says he likes to "write about librarians doing new and innovative things." This past summer, he was fortunate to get an invitation to fly on a two-hour demonstration flight of Emirate Airlines' new luxury Airbus A380. An article in the San Francisco Chronicle (<http://www.sfgate.com/cgi-bin/object/article?o=3&f=/c/a/2008/08/05/MNSU124J58.DTL>) describes the experience. In the accompanying photo in the article, David (second from right) checks out the accommodations in first class. David is at dgrossman@cityofmillvalley.org.

Please send your news to me at rkozaklewis@yahoo.com for the next issue of Bayline.

New Members' continues...

web site at: <http://www.sla.org/content/SLA/governance/bodsection/can/08can/index.cfm>.

Following the candidates' brief comments, Cindy Hill, SLA past-president and now vice president at Outsell, brought attendees up-to-date on SLA's Alignment Project, the association's large-scale effort to update its brand, strategy, and membership mix. A joint effort of SLA, Outsell (an information industry market research and advisory firm), and Fleishman-Hillard (a premier public relations agency), this project pulls together old and new research to create a fact-based vision that speaks to decision-makers as well as the rank-and-file membership, while still revolving around SLA's core values. A report from SLA headquarters on the project is expected around January 2009. The presentations wrapped up with a screening of the creative, funny and informative "23 Things" music video, featuring the chapter's own Richard Geiger, who modestly accepted a well-deserved round of applause for his efforts. More information about "23 Things," SLA's initiative to get members up to speed on all the newest technology, can be found at the association's web site: [http://wiki.sla.org/display/23Things/Welcome+to+23+Things!+\(737+SLA+members+registered+so+far\)](http://wiki.sla.org/display/23Things/Welcome+to+23+Things!+(737+SLA+members+registered+so+far)).



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AN EVENING WITH JANICE LACHANCE: DEFENDING LIBRARIES IN A TIME OF BUDGET UNCERTAINTIES

By Katie Melville, M.L.I.S.



Janice Lachance
Photo by Chris Orr

The San Francisco Bay Region and San Andreas Chapters welcomed Janice Lachance, CEO of SLA, to the Coyote Point Yacht Club on the evening of September 17. The setting was ideal; the view featured boats anchored in the harbor, as the sun set and the almost full moon rose in a clear sky. The view and backdrop mitigated the construction detours and traffic hassles. A wonderful buffet dinner was presented with a salad, roasted potatoes, veggies, stuffed tilapia and a meat dish, along with rice pilaf. Desserts were decadent but justifiable — lemon bars, small berry torts and chocolate.

Announcements kept the membership up-to-date with the current schedule of events, but the best part of the preliminary remarks was the surprise recognition for Wess Murdough. Deb Hunt, SLA director and former SLA-SF chapter president, made the special announcement and presented Wess with a beautiful bouquet (shown on next page). The shocked look on his face displayed his appreciation. Wess is well respected and will be missed by many after his retirement.

President-Elect Sandy Malloy introduced Janice, giving highlights from her interesting and varied career working in various policy and management positions. An engaging and entertaining speaker, Janice doesn't pull any punches. She mentioned that the economy is not merely having problems — it is "in the tank". With gas prices, mortgage crises, and the AIG fiasco, we're looking at pre-depression circumstances. This is a staggering situation for businesses, but libraries are facing an even steeper uphill battle. All too often, they are considered expendable. How does any budget line item justify their existence?

Janice went on to describe her experience with the Clinton administration as a diplomat to China. For weeks, she was briefed by the officials about what to say and what not to discuss. Despite being briefed and briefed, nothing could accurately prepare her for the actual outcome of her meeting with the second in command of the Chinese Communist party. He actually knew a great deal about her and wanted to discuss Maine and agriculture. So she complied and talked about Maine potatoes. Another topic Janice spoke about involved the Environmental Protection Agency (EPA) libraries, which were created under the Nixon administration and followed a mission of protecting public health. Numerous people rely on the information provided by the EPA; however, the Bush administration submitted a budget that severely slashed the EPA libraries and eliminated certain branches of the library system. SLA issued a legislative alert and lobbied Congress about the ramifications of this decision. The results of this proactive response were successful and in January 2008, \$1 million was allocated in the FY08 budget to restore the EPA libraries.

One lesson learned includes justifying your existence — Who are the stakeholders? Who uses your services? What is the value? Demonstrate the value of your library and (essential) services. Are they "mission critical" or simply nice to have? Those in charge of the funds can be very penny-wise and pound-foolish. There are many library advocates on Capital Hill, one being Senator Barbara Boxer, who Janice said has been a great friend to SLA. Another lesson learned is to document services, increase visibility and blow your own horn — the purpose of the tale of the EPA libraries is to expect a similar threat and be ready if it comes your way. Janice outlined four steps:

1. Anticipate problems and issues; be ready with answers
2. Collaborate with other information professionals; be proactive about partnerships and advocate. "Know the other passengers before the ship starts sinking."
3. Verify; go to the source before believing rumors. These may be just that, rumors.
4. Persevere. Fight the good fight and remember why you came into the profession.

Janice Lachance continues on next page

Janice Lachance continues...

All too often, the work of librarians is undervalued. It is necessary to document services, understand customer comments and work constantly to increase efficiency. Measure your successes and market services. All information professionals face a similar situation. Use Web 2.0 tools to communicate with colleagues, stakeholders and co-workers. Fortify connections with other library professionals; tear down the walls between the sponsoring organization and the library. This is a rapidly changing profession and it is necessary to think in innovative ways to stay viable. SLA is working to be a partner in this process though numerous networking opportunities, conferences and education through Click University.

Janice encouraged members to become more involved in SLA and to use the organization as a training ground to practice new skills that would be useful on the job, without the risk of having to perform. Even members who have retired may still find satisfaction by remaining active in the organization, and this helps the profession and colleagues. Many core libraries in the Bay Area have closed or may be threatened, so it is vital to have as many active advocates as possible.

It was hard to leave such a lovely location and great night. In the parking lot after the meeting, I tried to take a picture of the moon shimmering over the bay. However, I probably need a much better camera with a slower shutter speed. All in all, this was wonderful evening in a memorable venue.

All photos below by Chris Orr:



Sandy Malloy and Deb Hunt



A surprise for Wess Murdough!



Julie Takata and Craig Cruz, our hospitality crew



Attendees mingle at the event



Leslie Fisher and Sandy Malloy, our chapter hosts

2008 CHAPTER PROFESSIONAL ACHIEVEMENT AWARD NOMINATIONS SOUGHT

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession. For more information, please see the chapter web site at: <http://www.sla.org/chapter/csfo/about/award.html>

Submissions must include detailed information about the nominee's relevant accomplishments; name-only nominations cannot be considered. Nominations should be sent to:

Tamara Horacek, Dolby Laboratories, Tech Library
100 Potrero Avenue, San Francisco, CA 94103

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Events

To list an event, e-mail Rochelle
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Calendar events are updated
bi-weekly on the SLA-SF Web site:

<http://www.sla.org/chapter/csfo/csfo.htm>

Do you have. . .A Hidden Talent? A Desire to Give?

Do you want. . .An Opportunity to Learn? An Opportunity to Grow Professionally?

Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See page 3.

Please select your area of interest(s) and fill in your contact information:

Administration

- ☐ Archives: Maintains historically important Chapter documents
- ☐ Finance: Prepares Chapter annual budget and mid-year reports
- ☐ Nominating: Solicits and selects candidates to serve on SLA-SF committees
- ☐ Strategic Planning: Directs long-range chapter planning

Communication

- ☐ Bayline: Contributes or edits articles for the chapter newsletter
- ☐ Listserve/Reflector/Discussion List: Posts and forwards communications
- ☐ Mailing: Coordinates Chapter mailings
- ☐ Web Site: Develops and maintains chapter Web site

Events

- ☐ Hospitality: Selects locations and arranges dinner meetings
- ☐ Tours: Organizes visits to libraries and related organizations
- ☐ Professional Development: Organizes continuing education programs
- ☐ Programs: Selects topics/speakers, organizes meeting programs

Outreach

- ☐ Academic Relations: Coordinates Bay Area student activities and mentoring
- ☐ Government Relations: Monitors and reports on relevant legislation
- ☐ Vendor Relations: Solicits ads for chapter bulletin/coordinates vendors to support chapter activities

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